

VARIETY

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64 PAGES

BEST CRITICS FOR SEASON

Film Critics' Box Score

Season of '33-'34

(June 1-May 28)

Key to Abbreviations: PC (pictures caught), R (right), W (wrong),
O (no opinion), PCT. (percentage).

NEW YORK

(This score based on 341 pictures)

	PC	R	W	O	Pct.
KATE CAMERON (News)	202	160	42		.792
BLAND JOHANESON (Mirror)	205	210	55		.687
RICHARD WATTS (Her. Trib.)	175	119	54		.680
REGINA CREWE (American)	211	210	91		.674
THORNTON DELEHANTY (Post)	239	160	68		.669
WM. BOETHNEL (World-Tele)	294	179	109		.609
MORDAUNT HALL (Times)	210	127	45		.605
ROSE PELSWICK (Journal)	290	161	68		.555
EILEEN CREELMAN (Sun)	30	15	15		.500

VARIETY (combined)

NOTE—John S. Cohen, Jr., left the Sun early in the season due to illness. Eileen Creelman substituted for him unofficially for some months, but not officially before April 4. Miss Creelman's score is from that point on.

CHICAGO

DORIS ARDEN* (Times)	216				.688
MAE TINEE† (Tribune)	200				.685
CLARK RODENBACH (News)	196				.638
CAROL FRINK (Her-Examiner)	187				.635

*Ellen Keene.
†Frances Kurner.

NOTE—Hazel Flynn did not finish the season, leaving the Chicago American March 15. Jess Krueger, who replaced, does not criticize films, merely reporting them, therefore he is not included in the score.

JAZZLESS RUSSE FINALLY GOES HOT-CHA

Moscow, June 4.

Regarded as 'degraded music' for the last decade, jazz has not only ceased to be 'taboo' in the Soviet Union, but may even be adapted to the needs of socialist construction. This is proved by the fact that the Leningrad Educational and Musical Research Society organized a series of experimental jazz concerts illustrating the development of this music from restraint orchestras to revolutionary jazz opera.

Having first been introduced as an attraction in the Moscow Intellectual restaurants for foreigners, jazz music became so popular that even ordinary workingmen cafes now regard their establishments incomplete without a jazz orchestra for the lively energetic rhythm of jazz attracts and inspires the audience, a labor leader explained.

The Musical Research Society is now conducting a campaign to get Soviet composers and artists interested in the creation of revolutionary jazz by organizing jazz concerts, followed by short lectures, in order to also introduce jazz into the realm of singing.

BARTENDER'S BILLING

Professor Cuervo Shakes 'Em For One Show Daily

New Orleans, June 4.

Hotel Roosevelt's swank niter, Blue Room, has imported Professor Jose Cuervo, former head bartender of the National Hotel, Havana, to toss 'em across his gleaming circular bar with all his Cuban fervor and finesse.

The Professor is being billed like a circus in all the local papers. He does one show daily at the cocktail hour, from 5 to 7 p.m., dispensing his own wonderful Presidente, Daquiris, Mojitos, Casinos, Bowmans and Remeros.

DANCEHALLS AND CAFES GET MOST OF THE GOBS

Gross expectations on arrival of the fleet caved in with the sailties staying clear of most theatres, but running the take up high for dance halls, cafes, and all other places where wine, woman or song are the attractions.

Showmen ascribe sailor reluctance in going to theatres partly to the fact that they have films aboard ship.

Thursday (31) when the fleet arrived, theatres immediately felt something lacking in box office turnover, checked to the fact that thousands were lining New York harbor and Hudson shores waiting for the armada to come in.

BROWN IN LEGIT; CAMERON, FILMS

Post Critic Stops Gabriel's Streak—Doris Arden (Ellen Keene) Chicago Leader on Films—Star System Picture Critics Win East and West, but Last in Legit

120 SHOWS; 341 FILMS

For the theatrical season of '33-'34 as covered by the VARIETY box scoring, winners are John Mason Brown of the New York Evening Post (legit) and Kate Cameron of the New York News (pictures). Brown was right in his opinion 93 times out of 98 tries, while Miss Cameron was correct 150 times in 202.

In legit the scores are based on 120 new shows that opened between Aug. 1, 1933, and June 1. Picture score is on a basis of June to June. This is VARIETY's 11th annual box score on the Broadway drama critics and the seventh on the New York and Chicago film reviewers.

Leading the Chicago picture retinue is Ellen Keene of the Times, whose pen name is Doris Arden. Miss Keene's percentage, for 147 rights in 216 chances, is .680, as against Miss Cameron's leading New York percentage of .792. The New York and Chicago second place winners, respectively, are Bland Johaneson of the Mirror, with .690, and Mae Tinee (Frances Kurner) of the Tribune, who hit .665.

The New York and Chicago film winners both use the much-disputed star system in rating pictures. In legit the same style of reviewing didn't work so well. Burns Mantle of the News, only one using stars in his field, finished last in the drama score.

Second to Brown in legit is last year's winner, Gilbert Gabriel of the American. His .864 was 44 percentage points behind Brown's .908. VARIETY's combined staff reviewers' percentages for the '33-'34 season are .791 in pictures and .942 in legit.

Legit season, as gauged through the box score, left the customary holes in both the pro and con opinions as to box office influence of reviews. Some shows that were panned became hits, others that drew rave notices finished as flops.

Film Critics Story on Page 2.

Drama Critics Story on Page 51.

Chi Fair, 1934

Resume of the World's Fair in Chicago this year, its second, appears on page 63, this issue.

Dramatic Critics' Box Score

Season of '33-'34

(Aug. 23, 1933-May 17, 1934)

Key to abbreviations: SR (shows reviewed); R (right); W (wrong);
O (no opinion expressed); Pct. (percentage).

	SR	R	W	Pct.
BROWN (Post)	98	89		.908
GABRIEL (American)	103	89		.864
ANDERSON (Journal)	102	87		.853
ATKINSON (Times)	103	84	13	.816
LOCKRIDGE (Sun)	106	82	17	.774
HAMMOND (Herald Tribune)	101	77	19	.763
SOBEL (Mirror)	82	62	14	.756
GARLAND (World-Telegram)	85	62	15	.729
MANTLE (News)	107	70	37	.654

VARIETY (Combined)

(This score based on 120 new shows)

Mrs. F.D.R.'s 13 Weeks On Commercial Program

Mrs. Franklin D. Roosevelt will do a series of 13 broadcasts for the Simmons Co., bed and mattress manufacturers, with NBC network. She will donate her pay checks to charity.

Fletcher and Ellis has been designated as the agency to handle the Simmons Co.'s air campaign this summer.

RADIO REPORTER IS GIVEN BODYGUARD

San Francisco, June 4.

Ed Fitzgerald, KFRC news commentator, who acts as his own reporter, had an official police bodyguard since receiving threats as a result of stories on the current longshoremen's strike.

After telephoned threats that he would be beaten, Fitzgerald applied for and got a weapon permit, and Police Chief Quinn then delegated a husky cop to escort Fitzgerald to and from his home and the studio, including free rides in a police car.

Too Much Publicity

London, June 4.

With the King's announcement of his neighborhoods and peerage honors to Britshers on the occasion of his 69th birthday, it brings up anew the much discussed matter of a knighthood for George Arliss.

Belief is that toning down on all publicity reference to this possible honor for the actor may bring it about, and that the too frequent publicity references in the past have had a negative effect.

Eddy's Opera

Hollywood, June 4.

Nelson Eddy, vaude and screen actor, has an offer for a season with the Philadelphia opera company.

He's trying to get a leave of absence from Metro to open in the fall.

GIRL SCARCITY UPS CHORINE PAY IN CHI

Chicago, June 4.

Theatres and cafes and flesh acts throughout the midwest are complaining about a sudden and serious dearth of chorus girls. Caused by the huge demand for chorines by the dozens of girl-shows at the World's Fair.

Result proves the ancient law of supply and demand once more, with the price of gameters jumping in two weeks from a \$10-\$15 low to bids of \$25-\$40 weekly for in-town jobs. Cafes and joints, which formerly got by with their girls by feeding them occasionally, are now finding themselves minus the walk-outs being so heavy towards the more lucrative jobs.

Even though 'the' wage for line girls has already jumped to \$40, it looks like the rate will go still higher unless there's a heavy import of girls from other cities. At present rate of demand, there aren't enough around to supply some 800-mile clubs and taverns, 10 theatres, and about 75 World's Fair conception spots.

Everything on Cuff

For Scribes in A. C.

Atlantic City is making a bid to put itself on the map all over again via its Press Club, which has invited the nearby metropolitan newspapers as its guests with the city turned over to the columnists and the like as a 100% on-the-cuff. Broadway newspapermen as well as scribes from Philly and other nearby cities will sojourn at the resort for a weekend with suites, meals 'n' everything annealed.

Idea is patterned after the Florida, Hollywood stunts on behalf of a civic community.

RAP'S GOV.-GEN'L, EXITS

Expect W. C. Fields Comedy, Hear Frank Black Music, Execs Burn

When the advertising execs of Campbell Soup come to listen to a comedy program it's comedy they expect and not a series of original European operettas. NBC found this out last week after it put on the substituted frame and came in for a rebuke from the canners for misleading them and imposing on their time.

In the original sales approach, some eight weeks ago, NBC described to the Campbell men a comedy idea it had which would make a perfect fit for W. C. Fields. Commercial, which has been off the web for almost two years, repelled that the script looked okay and advised the NBC contact to go ahead and negotiate with the name suggested. Weeks went by and the pourparlers with Fields eventually developed the info that Fields was not available for radio.

Meantime, Frank Black, the network's chief maestro, had been whipping into auditions shape a set of operettas that NBC imported from Europe over a year ago. It occurred to the commercial division of the web's program department that since the frame with Fields was out there might be a chance of selling the operettas as a substitute to Campbell Soup.

Still under the impression that it was Fields and a crossfire patter session that NBC was working on the canning company's reps showed up on invitation at the studio last week. They listened to the Black presentation politely, but after it was all over the Campbell spokesmen let loose with a withering blast.

Station's Own Show Outdoors in Cincy— And Not for Love

Cincinnati, June 4.

All staff talent of WLW will participate in the Crosley revue to be staged at the Zoo open air theatre June 17-23. Programs to be offered nightly and Sunday afternoon, with no two alike. Place seats 1,248. Admission will be 45c to \$1 Saturday and Sunday and 35-75c other times.

During course of the show, several regular commercial and sustaining programs will be presented and removed for airing by the station, among them the Crosley Folies, William C. Steers and his Flying Dutchman band, Henry Thies and his Pureoil Peppers, Refiners' Cotton Queen Minstrels, featuring Hink and Dink, and Ken-Rad Unsolved Mysteries.

Station gets a percentage of the take, venture in the main being a good-will bid by Powell Crosley, Jr., prez., who recently donated six bears to the zoo, which is sans opera this summer for first time in a decade.

2 Mos. for Weston

Pittsburgh, June 4.

Fred Weston is out as manager of WCAE after being on the job only two months. Former advertising manager of the Pittsburgh Sun-Telegraph, Hearst daily, Weston was transferred to the station controlled by publishing interests when Jesse L. Kaufman, manager for several years, was promoted to an executive post with Hearst Radio Service in New York.

Kaufman is due in town early this week, at which time he'll probably name Weston's successor.

Studebaker Guests

Chicago, June 4.

Studebaker show on CBS will have Morton Downey as guest on June 26.

Others going on the show for appearances are Jane Froman and Irvin Cobb.

Carl Buss Leaves Radio For Hollywood Writing

Chicago, June 4.

Carl Buss, former script writer with NBC here, has been signed to a deal by Paramount pictures. He heads to the west coast to turn out some westerns, the first to be an adaptation of Zane Grey's 'Fighting Caravan.'

Buss got his break on this story by virtue of his Frontier Romances, which ran on the NBC National Farm and Home hour and which somebody out in Hollywood heard and liked.

180,000,000 RADIO SETS IN WORLD

Geneva, May 26.

Number radio sets sold throughout the world in 1933 is estimated by the Internationale de Radiodiffusion of Geneva to have been 20,000,000. Report made by the central bureau of radio information adds that these sales brought the total sets in world use to 180,000,000.

In the United States, details the report, there are over 1,000,000 sets reported equipped with reception mechanisms. Number of sets distributed through North America, figures the Internationale, about equal the total prevailing in Europe, 20,500,000. Latter calculation does not include Russia.

Aeala ranks next to North America and Europe in continents, with Japan topping the list of set owners. Japanese in 1933 bought 7,200 a week, while the year before the turnover each week came to 6,150. Figures, on Latin America, says the report, are not quite accurate. Argentina, Chile and Brazil among them account for about 80,000 set owners with Chile responsible for 46% of this total.

Australia and Africa are on the upgrade. As far as Great Britain is concerned, these countries have one set owner in every seven families, which according to the Internationale's experts, approaches the market saturation point.

SHORTEN EXIT FOR SPLIT-WEB USERS

Notice of cancellation from users of split network has been reduced by NBC to two weeks. Previously if a commercial of this category wanted to quit it was free to do so as long as it notified the web within 30 days of expiration of contract.

For clients supporting a basic link or more the 30-day arrangement stands.

WLW's Prod. Mgr.

Cincinnati, June 4.

Harry Holcomb has been promoted to production manager of Crosley's WLW and WSAI. Post, vacant for several months, last filled by Richard Nicholls. Holcomb has been with the nation's station for five years, serving in production department as an announcer and actor in Crosley's Theatre of the Air.

Jimmie Krutters is Crosley's new traffic manager, replacing Chester Thomas. Krutters has worked on continuity and sold time for WLW and WSAI.

ACTOR RESENTS PICKFORD 'SNUB'

Art Joseph on Air Calls Earl of Bessborough Un tactful— Nobleman Disapproved of Civic Reception to Film Star

CANADIAN UPROAR

Toronto, June 4.

Because he called the Governor-General of Canada, the Land of the Maple, Art Joseph and his 'Hollywood Tatler' 30-minute program has been suspended from the air by CKCL, following a flood of telephone calls complaining of anti-British sentiment and sedition against the King.

So fearful of federal action was the control engineer that he immediately got in touch with the CKCL announcer to see if the broadcast could be cut off as a mark of station disapproval. Before station authorities could do anything about the matter, Joseph had concluded his program.

No action was taken by the Earl of Bessborough, the King's representative here. Protests were so immediate that H. S. Gooderham, president of the station, and Maurice Rapkin, program director, acted as soon as the squawks came pouring in. Both admitted that Joseph's script had not been looked over by studio officials.

In his role as 'Uncle Al,' Joseph referred to the derogatory remarks expressed in public here by the Governor-General regarding the civic reception to Mary Pickford. The script read: 'If the Governor-General becomes very unpopular and is withdrawn, we won't have to guess very hard at the reason. With all due respect to those in authority, Miss Pickford is very, very dear to the people of her native city. She is of good red blue—not blue—and therefore, we can't take an affront to her—particularly when it comes from an alien to the Land of the Maple. It was either one of two things: egotism or lack of tact. Tact is a quality that a gentleman in his position should have plenty of.'

Program Director Rapkin states that the artist made an unhappy mistake which was regretted. He points out that the script was either wrong upon any editorial comment unless this comes from news commentators.

'By the time I got in touch with Joseph we were besieged with telephone calls, many from prominent people, and an unfortunate incident had grown to alarming proportions,' said Rapkin.

House-Senate Writing Compromise Communications Bill This Week; Will Determine Gov't's Air Policy

Roche-W-C Agency Gets Portland Cement Acc't

Chicago, June 4.

Williams and Cunningham agency has corralled the Portland Cement Association account.

Mostly a newspaper-magazine advertiser, though there's a possibility of some etherizing for the account.

Agency also handled the NBC broadcast for the Keep Chicago Ahead program of the World's Fair.

LIMBING THOSE PHOTOS AGAIN

Leg and torso display in radio publicity photographs is returning. Sexing up the radio sopranos had a big whirl a couple of years ago, but died of its own absurdities.

Now the same old synthetic glamour is being sought. No photograph is complete without revealing lots of bosom and garter. Some of the results that find their way into print are pretty funny.

Understood the New York Evening Post in its circulation campaign wants no radio stills not oozing with sex appeal. New York American is another market for the limb and chest exhibits.

HERB MOORE BUREAU ABSORBS NEWS CO-OP

Transradio Press, headed by Herbert Moore, has taken over the Radio News Association, which was originally started as a co-operative news collecting enterprise by indie broadcasters in the east, midwest and Pacific region. Under the acquisition agreement the RNA retains its identity as a midwest organization with Stanley Hubbard, manager of KSTP, St. Paul, serving as sales director. Hubbard was one of the founders of the RNA.

Deal also involves the merging of the Transradio and Radio News Association offices in Chicago. Transradio has under consideration another consolidation, this one affecting a news service which feeds its member stations exclusively by short wave.

Newspapers Boosting Out-of-Home Amusements as Radio Opposition

Chicago, June 4.

Deciding that a flank attack is better than a direct assault, the Chicago papers are subtly trying to battle radio by enticing the people away from their homes and loudspeakers. Particularly hot on this scheme of aiding the out-of-the-home amusements are the Chicago Hearst papers, with the Evening American carrying large front page box stories telling the people to quit sitting in at night and to start getting out tonight.

This is the manner of the page one box in the Evening American on Saturday (2):

IT'S MUTINY

It's mutiny of a particularly delightful kind when you decide you've

had enough of these stay-home-sitting-in-the-parlor-play-bridge-evenings. Insist on a New Deal, and take out a new lease on life tonight. Get up a party of friends and spend a few carefree hours at a movie, night club, theatre, ballroom or at the Century of Progress. There's so much entertainment awaiting you—so much variety to choose from. Consult the Amusement pages right now—and mutiny tonight!

The Even American has been making a terrific play for amusement advertising lately, particularly going strong for night clubs, whether in town or part of the World's Fair. Newspapers figure that if they can play up the out-side amusements, big enough that sooner or later they will eat into the standing of radio amusements.

Washington, June 4.

Nature of Federal Government's new communications control policy will be determined this week by conferees of the House and Senate, who are hurriedly trying to patch up a compromise bill in time for final enactment before adjournment, which is tentatively called for end of the week.

Exact effect of the Dill-Rayburn bill on broadcasting remains to be decided at conferences between negotiators for the two Houses, inasmuch as each branch passed a different bill which treated radio in individualistic manner. Outlook is that the most obnoxious Senate amendments will go by the boards and the new act will correspond pretty much with existing law.

Avoi ing Tangle

Major concessions by the Senate probably will be imperative to avoid a tangle which would jeopardize chances of getting the bill approved this session. Chairman Rayburn of the House Interstate Commerce Committee, author of the version passed by the lower branch, is not disposed to tamper at present with the existing statute. Feels question of changes should be left to the proposed new commission which is to report next session on desirability and character of added legislation.

The question of how radio conflicts will be ironed out depends principally upon the stand of Senator Dill of Washington, author of the Senate-approved draft. The head of the Senate Interstate Commerce Committee is understood not to be very enthusiastic about the new features embodied in his measure, but may put up a fight for the anti-monopoly and educational program clauses.

NAB expects compromise will result in scrapping of the provision of the Senate bill requiring stations to give equal opportunity to candidates for political office or persons discussing public questions. Broadcaster lobby has convinced House leaders that this feature is confused, ambiguous and, in a sense, contradictory.

A Swap

Most likely agreement will involve a trade by which the House will accept the Dill amendment calling on the new commission to investigate the feasibility of setting aside by statute facilities for educational, religious, social and cultural programs and which will require the Senate to back down on the anti-monopoly amendment which limits the amount of facilities given a single corporation in any broadcasting area.

The latter amendment, which caught broadcasters by surprise, was apparently a last-minute inspiration with the Senate bill author, and objections have been pointed out to Dill subsequently. Understood he agrees the provision is misleading and vague. Broadcasters contend that this section might be construed to require stations which have no competition in their service territories to yield part of their time to other stations in more intensively covered regions. Would hit particularly the one-station towns of the south and west.

Major point to be resolved is size of new commission. Dill bill calls for five-man office; seven-man body.

The Rayburn bill whopped through the House Saturday (2) without an amendment, aside from a minor change by the committee, being proposed and with only a handful of members sufficiently interested to participate in the dreary discussion. The sole alteration was to make the effective date July 1.

Burt McMurtrie of CBS visited in Tacoma for several days with his ants.

RADIO'S \$100,000,000 YEAR

Chain Income from Time Sales

	NBC			
	1933	1932	1931	
January	\$2,373,923	\$1,869,885	\$2,635,447	\$2,026,860
February	2,197,297	1,742,784	2,571,609	1,924,773
March	2,479,400	1,907,463	2,564,753	2,164,434
April	2,368,118	1,690,177	2,649,592	2,135,680
May	2,450,000	1,662,887	2,305,448	2,101,525
Total	\$11,867,738	\$8,963,196	\$13,027,179	\$10,413,477

	CBS			
	1933	1932	1931	
January	\$941,465	\$1,346,842	\$692,114	
February	884,377	1,319,414	750,621	
March	1,016,102	1,436,050	1,110,526	
April	775,489	1,354,592	1,076,103	
May	624,256	1,326,944	1,065,352	
Total	\$6,934,853	\$4,242,289	\$6,785,542	\$4,695,706

Upbeat Holds for Both Networks; CBS in May 100% Over May, 1933; NBC Luckier on All-Summer Accts.

Columbia last month went over its May, 1933, level by almost 100%, while NBC's margin between the two lunar periods showed a jump of around 50%. For the first time since broadcasting started on the upbeat this past fall NBC has exceeded a 1932 total. Latter week's total for last month was \$2,450,000. In May, 1932, NBC took in \$2,305,448, while the May, '33, tally came to \$1,662,887. Indications are that NBC and CBS will maintain a similar upward pace through the current month, with the latter net topping June, 1933's, income by over 100%.

For last month, Columbia garnered from time sales \$1,244,577, as compared to the May, '33 total of \$624,256. Unlike NBC, Columbia did not better its May, 1932, making it the first time this year that CBS hasn't done so. On the accumulative business for the first five months of 1934, as compared to the parallel stretch for 1933, Columbia shows an increase of 63.5%.

NBC continues to disclose a stronger grip than Columbia in holding on to its accounts for the summer. Five of them dropped off the latter web last week, this including the Camel business which supported two half hours a week. Because of the low grosses of last summer, Columbia, however, will have little difficulty coasting through the warm spell.

In June of last year, NBC did \$1,512,139, and CBS, \$553,056.

Victoria Piazza Killed

Syracuse, June

Victoria Mary Iazza, WFLB staff member since station opened, was killed Sunday (3), when the horse she was riding slipped and fell, hurling her to concrete highway. She was known to "enemies" as "Aunt Sammy."

Blackhawk Stays WGN; No NBC Exclusive

Chicago, June 4.

NBC wire has been dropped out of the loop Blackhawk cafe. Blackhawk will remain "exclusively" with WGN, the Chicago Tribune outlet. When the Blackhawk asked for a network service, WGN offered NBC time in the cafe. NBC went along splitting the spot with WGN, but then asked for an exclusive on the matter. For a while it looked as though the cafe would split away from WGN and switch to the network, but suddenly changed its mind last week and decided to stick to the Tribune transmitter.

\$25,000,000 FOR PROGRAM TALENT

Air Advertising Production Costs Greatly Exceed Similar Charges for Newspaper and Magazine Displays

4 A'S DATA

American Association of Advertising Agencies has found that the average commercial spends between 25% and 30% of its appropriation for network broadcasting on talent. According to figures the Four A's says it has at hand, disbursements for air entertainment this past season have not indicated an appreciable upward course. Past eight months have seen more big money names in radio than ever before but the salaries paid the nether strata of performers have been considerably under the levels of previous years.

As it is, the production cost of air advertising is over four times that prevailing for news or magazine print. Expense for preparing an ad averages between 6% and 7%.

On the basis of the Four A's analysis regarding talent costs the entertainment ranks should for 1934 derive over \$25,000,000 from commercial sources in radio. NBC and Columbia jointly are expected to easily pass the \$50,000,000 mark. Between them the cross country nets have so far this year excelled last year's income by better than 50%. National Association of Broadcasters estimated that the aggregate amount taken in by local stations from spot broadcasting in 1933 was at least equal to the total garnered by the major webs, which was \$35,000,000. With indications pointing to the continuance of this ratio for 1934, radio advertising as a whole, it is predicted, will have little trouble achieving a record tally of \$100,000,000.

Here and There

Salem, capital city of Oregon, is to have a radio station. Harry Reed, owner of KXL, in Portland, has been granted permission to install and operate station KSLM, which will be 100 watts.

Edward Codel has resigned from KNX, Los Angeles, where he was assistant to Les Mawhinney on publicity and handling of news broadcasts.

Norman Siegel, Cleveland Press columnist, in New York for the week-end.

John Ingram, former batonist for the New York Symphonic Ensemble and Symphony Society of New Jersey, now musical director for WEBB, Buffalo.

Eddie Peabody will do a return appearance on Maxwell House Show Boat June 14.

Ralph Hubbell, "Wandering Poet," has been added to the announcing staff of WEBB, Buffalo. Same outlet now being general-managed by Roy L. Albertson, creator of the "Ye Old Town Crier" stanza.

John Christ of the J. Walter Thompson staff has been assigned to handle Ethel Shuttla's end of the Nestle show from Galveston. He'll be there for four weeks.

Ida Bailey Allen's new service cookbook selling at the rate of 30,000 a day.

Herbert Glover now with Lord & Thomas' press department, New York.

Dick Marvin, of the Thompson agency's Chicago radio department, around the New York office last week.

Marion Parsonnet, formerly CBS chief dramatic director, now impersonating the Beechwood theatre on Frank Vanderlip's estate in Scarborough, N. Y.

Bob Colwell back from Porto Rico with his new play well started.

Eubie Blake auctioned his hand for the commercial coterie at NBC.

Pennzill has prepared a wax series numbering 16 programs for placement on around 50 stations. Oil distribs' proposition calls for time buying by the local dealer.

This Time Reserved for Hudson' Announcement Over Air by NBC Presages Suit for Full Contract

DON DAVIS MENDING

Back on Job Soon after Bad Auto Accident

Kansas City, June 4.

Don D. Davis, president of the WHB broadcasting company, Kansas City, who was severely injured in an automobile accident, near Topeka, Kansas, May 27, is reported to be recovering rapidly and will soon be back on the job. The accident was a collision between the car in which Mr. Davis was riding and a large truck. Davis suffered a fractured right forearm and was severely bruised.

WLW SEASONAL RATES START

WLW, Cincinnati, will vary its rates according to the season. A distinct set of prices will prevail for time during the summer stretch, this taking in July, August and September. Idea has frequently been discussed in broadcasting but never before put into effect.

For the months of July, August and September the station will charge \$1,090 an hour, \$726 for the half hour and \$533 quarter hour. Rate prevailing for the remaining nine months of the year is \$1,200 an hour, \$800 half hour, and \$533 quarter hour.

Variable rate set-up will also apply to NBC clients who use WLW. Station's scale boost becomes effective with the end of this month.

Jam between Hudson-Essex and NBC is now approaching the litigation stage. NBC last Saturday night (2) laid the groundwork for a suit against the car maker for violation of contract by announcing over the air that "this time is reserved for the Hudson Motor Co." (10 to 10:30 EST), while filling in the niche with a sustaining program. Network claims that the contract on the Saturday spot from which Hudson walked had six weeks to go.

Court action against Hudson-Essex will also be taken with regard to the account's half hour on the red (WEAF) Tuesday nights. Burning at the web's attitude toward the Saturday night obligation, the motor company last week advised NBC that it was also pulling out the Tuesday segment. NBC will, during this niche, 8:30 to 9 EST, starting tonight (5), repeat the procedure of last Saturday. It will announce the time as reserved for the Hudson Motor Co. and substitute a musical frame similar to the one previously barreled here by the account.

It is the first time in network broadcasting that a "this time is reserved, etc." announcement has been resorted to in a contract controversy. With newprint the practice of ruling off the contracted lineage and carrying therein info to the effect that the space had been reserved for such-and-such an advertiser is common. Unexpired term of Hudson's Tuesday night obligation amounts to five weeks.

Under the advice of its legal department NBC will also continue to list both the Saturday and Tuesday shows in its program schedules. Cast that made up the Tuesday session included Conrad Thibault, Lois Bennett, Honey Dean and Harry Salter's orchestra. Agency on the account is the Blackman Co.

Cancel Radio Act

Baltimore, June 4.

Jolly Bill and Jane, vaude act out of radio, was canceled out of last week's bill by the Hippodrome, indie vaudeville, last Tuesday (29). Management paid off for week and replaced the turn with the Bill Aronson act, which it hurriedly brought down from New York.

WMCA Staff Expands

Violet Sherwin, formerly with the Annesbury-Sherwin (brother) concert agency, has joined the WMCA program department.

Ralph Pierson, formerly of Colton advertising agency, is in the publicity section of the same station.

EVERETT CROSBY EAST

Hollywood, June 4.

Everett Crosby, Bing's brother, and the crooner's business manager, left Friday for New York. Will be away several weeks on biz and pleasure.

Ex Lax Alters Show

Ex Lax will shift to a light summer show with the June 25th broadcast. Means that Gertrude Nissen and possibly Erno Rappee come out of the program. Also eliminated will be dramatic guest artists.

Renewed contract for time covering the revised series is for eight weeks.

Robert Valentine, formerly of the team of Bob and Peggy Valentine, succeeds Harry Hines on WWO's Fort Wayne announcing staff.

European Showman Seeks Sponsors For Paris Short Wave Programs in English—With Not Too Much Accent

Believing the time ripe for American commercial broadcasting to go in for "European programs via the short wave route, Dr. Edward J. Bing is in New York canvassing the ad agency and network fields. Dr. Bing, who formerly managed the European continental branch of the United Press, has organized a company to put together on the continent programs composed of European talent for relaying to the United States.

In Dr. Bing's opinion the bringing in of foreign programs for rebroadcasting over American networks has passed beyond the stunt stage. American radio, he avers, has now reached the point where it must resort to novelties to stimulate the interest, and a rich mine for these novelties is the European amusement mart.

For his material Dr. Bing intends to scout around Paris, Vienna, Italy, Spain, the Scandinavian countries, and even the Near East. All entertainment will be framed expressly for American audience comprehension, and if there is talk on these programs it will have to be in English with a minimum of foreign accent.

Dr. Bing declares that the rates for relaying programs from Paris or London to this side aren't in any way prohibitive. RCA Communica-

tions currently charged about \$500 a quarter hour and around \$700 a half hour for the transmission of such frames. Dr. Bing figures on originating most of his programs from Paris. Before coming over he struck up an alliance with the Radiocoloniales short wave outlet in Pontalès, France, STN. For this station he has arranged to produce a daily program in English. He plans to work out a similar hookup with EA, the Madrid short wave outlet, which currently originates a program for Philco Sunday nights. Dr. Bing intends to leave for the other side by June 16.

P. & G. EXPANDING

Chicago, June 4.

Procter and Gamble are expanding the radio disc campaign for Drene and Dreft products following its click on a test ride in the mid-west.

Through the Kastor agency here it has ordered additional supplies of the one-minute announcement platters for spotting at more stations. Columbia photograph lab did the recording.

Edward W. Cochrane, sports editor of the Journal Post, is doing a ten-minute sports talk nightly over WJLB, Kansas City.

CLIMALENE CARNIVAL

Gale Page, Jackie Heller, King's Jesters, Harold Stokes orchestra
Musical
30 Mins.
COMMERCIAL
WMAQ, Chicago

This is a morning show with evening quality. For 30 minutes each Thursday morning and weary housewife is invited, literally, to sit on the sofa and pull and take a rest while she listens to sweet popular music. It's a perfect treat for this soap water-softer.

Talent is top, and their names are known not only through this program but through others. They lead a lustre and a rep to this morning show that makes it a stand-out.

Miss Page is a regular other singer. Jackie Heller has been coming ahead fast for two years. The Jesters are a standard Chicago radio name and so is Harold Stokes.

It's a free-and-easy 30 minutes full of smooth rhythm and light touches of comedy. It fits in excellently for the early morning housewife. It's a swell excuse for her to forget about the dishes for a few minutes.

Plugging in the show is done artfully and with plenty of selling punch. All around, it's a playable, sellable program that should win for everybody concerned. *Gold.*

FRED TANGEMAN

Piano
Sustaining
15 Mins.
WOWO, Fort Wayne

Hour wrote one of the campus shows for Indiana University and has been identified with several name bands around the country. Hollywood college revue used as theme melody. General program includes variations on current popular hits with an extra semi-classical plus added.

Tangeman plays on several commercials on station, this being his first introduction to air as solo attraction. Falls in line with popularity of smart piano music right now.

BUSCH'S JEWELRY

'Ring of Romance' With Chic Farmer, Jean Toot, Chester Stratton, Leo Kahn Orch.
15 Mins.
COMMERCIAL
WNEW, New York

Credit jeweler uses this 15 minute to sell engagement and wedding rings. Hence a romantic aroma is in order. Combination narrative and music carries forward, episodically, the mating instinct scenario. Quaking tenderness, finely spun love-phrases, are expressed by He and She. They are dancing. It is a beautiful musical café. The air is pungent with soft flowers. Soft music sets the mood.

Busch then explains its proposition. For 50c down and 50c a week ad infinitum. He dances She with appropriate connubial sparker. To stimulate awareness of the Busch stores (several) there is a contest to provide a fitting name for a new ring which must be seen to be appreciated.

Above average indie station program. *Land.*

MARGARET ANGLIN

With Judith Anderson
Dramatic
COMMERCIAL
WEAF, New York

Margaret Anglin's voice is not attractive on the air, but her style is attractive and old-fashioned. She was outshone as a microphone personality by Judith Anderson. Possibly because so early the latter knows radio from experience and Miss Anglin did not. It is perhaps unkind to make contrasts, yet they are inevitable when two legitimate theatre actresses play together, and hence it must be recorded that the Anderson tones were crisp and sure, while the Anglin interpretation was less vivid.

Ladies from the drama are smitten with Queen Elizabeth and Mary of Scots since their lives' success of the Theatre Guild play. Various versions of the two queens' meetings have been heard on the air. This is an older vehicle by Schiller. It sums up one of the less memorable excerpts offered on the Fleischmann programs. *Land.*

'ANAESTHETIC AND CEREBELLUM'

Van Fleming and Eddi
15 Mins.
COMMERCIAL
KGW, Portland, Ore.

'Anaesthetic and Cerebellum' is not the title of a pre-meditated one-man show. The names, for no apparent reason, are the title of a new blackface harmony team now on KGW for 15 minutes three times a week.

Eddie King is a dancer and pianist, and Van Fleming, continuity specialist, do this presumably amusing sketch in some sort of southern dialect, and harmonize with the accompaniment of Eddie's piano and Van's guitar. Both Van and Eddie are confident the act is superior. They get off some rather good gags each, broadcasted.

at least copied by Van. Their voices blend exceptionally well.

'VOICE OF COLUMBIA'

With George Jessel, Sylvia Evans, Gertrude Nissen, Evan Evans, Johnny Green, Freddy Rich, Mark Warnow
60 Mins.
Sustaining
WABC, New York

CBS went to it Sunday night (3) from 8 to 9 p. m. with a conglomerate of about all the studio talent it could find as an important fill-in. The emphasis is probably due to the heavy overnight commercials on WJZ. It is Columbia's intention to make this a weekly salvo in the same spot. Initiated by George Jessel the inaugural attempt was well worth anybody's time. It's a cinch that most of those who tuned it in stuck until the finish.

An instrumental-vocal-comedy 60 minutes, with Jessel announcing about all the name orchestra leaders CBS commands, Nissen and Evan Evans for songs and himself for comedy. Nothing more outstanding on the program than the orchestra considered, these renditions being particularly notable for not being over-orchestrated, but elaborate enough to give familiar tunes a new interest. Jessel, Nissen, Freddy Rich and Mark Warnow were heralded as batoning, and the studio band did well by all three.

Jessel's pacing was neat and to the point, and a supposed fumbling family member as a foil and ringing in his phone call to his mother next to closing. Being among the few featured solo performers, this type of work is in Jessel's lap, and he should be able to remember enough stuff to make it new for the audience and too much worrying through the week. He makes it enjoyable all the way.

Placing the Misses Froos and Nissen on the program, Nissen's figure to help Miss Nissen. Later's forte is really her lower register, for when she starts to strive for volume her voice turns harsh and nasal. Contrast throws Miss Froos into relief for range and smooth quality, although she doesn't necessarily lead a lyric line better than Miss Nissen. Miss Froos delivered Noel Coward's 'Zigeuner' (from 'Bitter Sweet'), probably one of the most difficult songs to sing ever written, because of its range, and did it exceedingly well. Evan Evans offered a pop, aided by a quartet.

It's all in the popular vein, with a fine instrumental background. In the contest for listeners CBS should pick up quite a few with this particular effort.

KORBER LIMERICKS

Henry Blanc
15 Mins.
COMMERCIAL
KGW, Portland, Ore.

On August 30 of last year, O. Korber, jeweler, ventured on the air over station KGW with a unique program. An idea that many believed would not last even one month. The program is still on the air and listening audience is steadily increasing, and the sponsor reports increased business.

It's a three-times weekly program of Henry Blanc, KGW staff announcer, undertook to recite the limericks and accompanying them with rhythm music on the piano. From the beginning, the show is tremendously popular, with a constant stream of letters pouring into the station with contributions. As it was thought that the continuity department would run out of limericks, but it wasn't long until contributions from listeners began coming in. Typical of material used:

No matter how grouchy you're feeling,
You'll find a smile more or less healing.
It grows in a wreath
Around the front teeth
Thus preserving the face from con-
gratulating.

Averaging six limericks to every five minutes, 624 have been used thus far—and they're still coming in.

MUSICAL CLOCK

Le Eddi
One Hour
Sustaining
WBT, Charlotte, N. C.

This spot was a drab playing of one recording after another, just to while away the hours of the day's broadcasting, waiting for everybody to get fully awake—until Program Director Les Everett decided it had possibilities and took it over.

Now, judging by the mail, it is quite popular.

When he took on the program and called it one-man show, Les Everett did many things to it most important of all he injected plenty of informality.

Along with the occasional recording and frequent announcements of the time, the spot carries a birthday club, greetings to the sick, recitations, scrap book material, and always frequent and spicy chatter of Everett.

There is the constant introduction of stunts, such as breaking a record before a record can be heard by listeners, when too many complaints come in on a particular number.

CHICAGO WORLD'S FAIR

With Roy Dawson, Mayor E. J. Kelly, Jack Benny, Clara, Lu and Em, James Melton, Joseph Pasternack, Morrie Sigler, Anson Weeks, Fred Waring, Ted Weems
Special
60 Mins.
COMMERCIAL
WEAF, New York

This is one of a couple of full-hour programs: co-operatively financed by participants in the second semester of the Chicago exposition. Obviously it's a whooper-upper for tourists. And as promotional publicity on the grand scale it unquestionably will help.

Despised of the exposition grounds supposedly from an airplane circling 1,500 feet overhead gives a clear picture of one model factory after another.

That plane trip is divided into two installments separated by a half hour. First the plane is described as heading south, later as returning north. Two announcers keep up a synthetic enthusiasm that arouses wonder as to what sort of capsules announcers feed themselves to keep up that artificial pressure.

Over-selling, over-dramatic, it may entrap some mentalities with a sense of something terrific, but to others it may seem like patent medicine pitching at its worst.

Great emphasis is upon the new factories and attractions at the expo this year. Mayor Kelly, Clara, Lu and Em, and others continually hampered the thought that it wasn't worth the trouble that there was plenty of cheap sleeping and eating available.

Mayor Kelly's remark about not having any traffic problems was a bit thick to those who had seen the Fair thick with those who were there last year. If there ever were traffic problems, Chicago had 'em in 1933.

Program credits General Electric, Glaxo and Zepher and Zepher and Zepher for stepping aside and giving the World's Fair program right-of-way between 3:30-10:30 p. m. (Central time) Friday night (1).

Credits of a commercial and advertisement nature were sprinkled through the whole program.

Effectiveness of the program probably hinges upon the reaction of multitudes of people to a money-spending appeal premised upon the fascination of the processes of industrialism glorified in special buildings. Just what it may be getting at, where interest may lag.

As the average American's idea of a good time in his annual fortnight of liberty, and does the auspices of the exposition as a bit of a pleasure tour.

Against this, of course, were hundreds of thousands of truly and pleased tourists. How, again, do these pros and cons balance themselves? Obviously the expo is taking no chances. The radio programs are designed to generate new interest where interest may lag.

As to the program gotten together for the occasion, it relied chiefly on Jack Benny (General Tires) and Fred Waring (General Tires) and name strength was a good show most of the time but pretty shy on laughs and overboard on commercial plugs. Few 60-minute shows can do this and attempt to jam so much selling across.

LILLIAN MESSINGER

Motion Picture Talk
10 Mins.
Sustaining
WGY, Schenectady

Talk by Miss Messinger of RKO on 'Scouting for Screen Prospects' proved as interesting as any yet heard in the weekly series which femme film executives are broadcasting over the NBC red network as a guest on the 'Woman's Radio Review'.

Chat, with its information on the manner in which picture concerns scout talent, and recommendations and the chances of obtaining a camera test, and the intimate glimpses Miss Messinger gave of various stars was right down the alley of the picture fan.

Inasmuch as a test costs the company between \$400 and \$500, Miss Messinger said that the talent scout who takes the prospect down carefully, to get a line on his or her looks and voice, personality, intelligence, and adaptability to direction.

Speaker paid tribute to Katharine Hepburn—denying the story that Miss Hepburn rebels at direction—to a male star of the Flying Dutchman, and to Mrs. Patrick Campbell. She tabbed John Paul and Barbara Robbins in the coming release, 'Eat, Drink and Be Merry'.

Miss Messinger is a first-rate talker, with a chatty manner and the mike aplomb of a veteran.

Gwen McCleary, head of the continuity department, KSO, Des Moines, succeeding Geo. Lammann, who left KSO June 3.

RADIO ROD AND GUN CLUB

Harold McCracken
Talk
15 Mins.
COMMERCIAL
WOR, Newark

In Macy's department store Harold McCracken has a niche all his own. He's the information bureau that comes as part of the store fishing tackle department. If the angler wants to know what tackle and bait is required to catch a certain species of fish, McCracken is there to do the advising. Also where the good angling spots are to be found and what the game laws in diverse precincts have to say on the subject of fishing and hunting.

McCracken brings this information, chapter to WOR Thursday nights, and makes a diverting 15 minutes of it. Besides McCracken the program offers a guest adventurer of the wide and open. Last week's (11) added contributor was Courtney Riley Cooper, who unreeling a sprightly mess of fish stories involving a John Bunyan of the line and tackle with hidden Canadian wars as his theme of piscatorial combat. Cooper is one of those fellows who can wax equally enthusiastic whether the momentary subject is elephants, bonds, circuses, fishing, hunting or some stories he's written. Cooper also recounted here an absorbing visit he paid to Macy's fishing tackle department. For the true blue angler the effervescent act Cooper put on made it tough resisting a similar visit.

In his program McCracken also tells off the big game hunters on wild stock conditions in Canada. As soon as the fishing season is fully under way, Macy's, through its advertising department, is running a tournament with prizes for outstanding catches.

BOB HOPE

Comedian
COMMERCIAL
WEAF, New York

Bob Hope has made a number of guest appearances for Rudy Vallee. His easygoing underplayed style is as likeable on the air as upon the rostrum of a variety or legit house. His jokes are aged, but his delivery and general approach to humor is modern.

Seems no reason why Hope could not do well on a regular commercial assignment. Perhaps it may be argued that he has no catchphrases, distinctive identification, and this may be valid cause for caution up to a point.

But he wears well, his knack of self-joking and unabashed realization of his own daring is calculated to please where more perspiring methods of getting laughs exhaust and enervate.

Couple of clever stooges assist him. *Land.*

CARLILE AND LONDON

With Warwick Sisters
Piano and Song Trio
15 Mins.
Sustaining
WCAU, Philadelphia

After airing for many seasons via this outlet, Columbia has grabbed the last spot on the radio every Sunday at 7:15. Piano duo of Carlile and London have been leading ivory pounders of the local ether for years, and the Warms are probably rated as the best female harmonizers in Philly.

Show has neat fast pace, that travels without let-down. Song turns are divided between the two pianos and the trio, while Marie Carlile leaves the bench for a solo backed up by the warbling girls.

Program manages to sustain because of the variety of talent in the quintet that completely eliminates any possibility of monotony. Carlile and London do yeoman work with the two featured spots, with harmony and arrangements that rival the best of the chains. Thing in the show's favor is the compactness of the combination. Has excellent commercial possibilities.

GALAXY OF STARS

Edna Odell and Phil Porterfield
Music
15 Mins.
COMMERCIAL
WMAQ, Chicago

Red Star Yeast is paying for this thrice weekly morning broadcast over an NBC wire. There has come no radio to advertise mouth type program that doesn't necessarily rate a number one program of the air, gets no long raves from the critics, and its performers never take big money, yet we show it as a genuine all-around home program that makes friends. It offends nobody and pleases a good many.

Such a show is 'Galaxy of Stars'. A man and woman singing popular songs in a popular way. No terrific wallop, no socking punch, but enough simply entertaining to please the wife who wants a little music with her morning chores.

Such a show may be okay. Yeast company is making use of a dramatic attack in the center of the session. Usually uses two women since the show primarily appeals to the housewife. *Gold.*

SOCIALIST CONVENTION

With Norman Thomas, Daniel J. Hoan
Sustaining
WABC, New York

Democratic and Republican conventions got 16 hours a day when the excitement is high. But 30 minutes is allotted the Socialists, and probably Norman Thomas is appropriately grateful to get that.

It's a pity that the Socialists have a national hook-up, it only for 10 minutes.

Norman Thomas has a splendid voice, radiant firm, mellow. Before he took up the fight for the Socialist ideal he was a clergyman. So he knows how to talk. And he speaks rapidly so that in 15 minutes he said more than most politicians manage to say in much longer. Daniel Hoan followed and was also pithy.

As party propaganda it had the advantage of a good hour, 8:30 p. m. Thursday, although that's right in the middle of the Rudy Vallee hour on the radio. The Socialists probably got more than they expected. *Land.*

FRIENDLY ENEMIES

Jack Conway and Joseph K. Watson
Comedy, Songs
15 Mins.
Sustaining
WMAQ, New York

It's their old vaudeville act that Jack Conway and Joseph K. Watson have brought to WMAQ for a Thursday evening airing. They're still exchanging Gaelic and Hebraic dialects and Irish anent the superiority of the Irish descent of Jews and vice versa. Like the general nature of their turn, the boys' nifties are aged in the brine, but it's doubtful whether this type of stuff will have any effect on the listeners' sense of humor. As vaude entertainment this good-natured crossfire between the two races passed out of vogue years ago, and there is no reason to believe that radio can revive it.

Watson, one of the standard comics of his day in vaudeville, does Hebraic dialecting. When not engaged in mood-natured rallery over racial advantages the pair assail the mike with Irish and Yiddish melodies. Over the foot the water-waiting might get by, but emerging from the loudspeaker it's a strain on the tympani.

Gene Garrell's orchestra assists in the warbling interludes. *Olec.*

LAUREN BELL

Singer
15 Mins.
Sustaining
WGY, Schenectady

This young lady has been displaying his vocal wares on an early-afternoon, once-weekly program over WGY for the past six months. It is probable listeners will find there is no reason to believe that the act is adequate although not unusual.

Bell's voice is higher than that of many baritones, but it is less rough. Bell also does a good deal of vocal coaching, albeit he has not yet attained the maturity and authority necessary to qualify as an outstanding concert-radio singer. He does stand out.

Bell should strive to develop more variety in his vocal style. At present there is a suggestion of sameness in his selections, in what he interprets all selections. *Jaco.*

WSGN'S 'SCHOOL'

Dirmingham, June 4

With the summer months just around the corner, bringing the usual influx of high school and college musicians seeking auditions, WSGN is opening a radio school to train would-be radio performers. A fee will be charged for the eight weeks' course. Sessions will be held three nights a week.

Announcing, production and business staffs will act as instructors.

WGAL 13 Hrs. a Day

Lancaster, Pa., June 4

WGAL went to full-time operation last Friday (1), establishing program service of at least 13 hours a day.

With its boost to an all-day and all-night outlet WGAL underwent a shift of channels. From 1310 kilocycles, with it shared with WRAW, Reading, WGAL moved to 1300 kilocycles. Time increase will allow WGAL to add around 20 hours of programs a week to the old schedule.

CARLISLE JOINS KMTR

Hollywood, June 4

David Carlisle is the new program director at KMTR, succeeding David Ballou, resigned.

Carlisle has been chief announcer at the station, and before was under contract to director as an actor, the night singer at the station under the name of John Page.

TWIN CITY PAPERS GIVE IN

N.Y.U. Dept. of Marketing's Own Sponsor Identification Survey

Jack J. Bourke of the Department of Marketing at New York University has conducted a radio sponsor identification survey modeled after the survey published during the spring in *VARIETY*. Results of the survey are substantially similar to the results and percentages obtained by *VARIETY*.

Bourke, with a companion, made nearly 700 personal interviews in New York and New Jersey over a period of nine weeks in order to obtain the statistical data upon which his summary is based. He discarded about 100 of the answers for one reason or another and based his final analysis upon 600 replies.

Questionnaire used cited 20 well-known radio programs and asked listeners to identify the sponsor. All but three names on Bourke's list

were used on *VARIETY*'s list which, however, included 25 names. Bourke check-up was conducted under the guidance of Prof. H. W. Dickinson, of New York University, and was frankly an independent research suggested by *VARIETY*'s own efforts in this direction.

Most notable disagreement between the *VARIETY* and university surveys concerns Jack Benny, a leader with *VARIETY* but last on the Bourke list. What may account for the poor reaction here is the fact that while the survey was on Benny switched from Chevrolet to General Tire. Eddie Cantor is 13th on the Bourke summary, 2nd on *VARIETY*'s. But otherwise the relative rankings are quite even, both in percentage of sponsor familiarity and in sequence of programs, one to the other.

N.Y.U. Program Sponsor Survey

New York and New Jersey
(600 INTERVIEWS)

Name of Program	Sponsor Correctly Named	Sponsor Not Known	Sponsor Wrongly Named
1. Amos and Andy	576	20	4
2. Ed. Wynn	504	30	16
3. Metropolitan Opera	291	289	20
4. Maxwell Show Boat	543	45	12
5. Myrt and Marge	350	339	11
6. Wayne King	226	261	13
7. Rudy Vallee	412	166	22
8. Burns and Allen	254	320	26
9. Rise of the Goldbergs	432	166	2
10. Byrd Expedition	86	407	107
11. Will Rogers	236	345	19
12. March of Time	261	321	18
13. Eddie Cantor	466	121	13
14. Bing Crosby	160	422	18
15. Paul Whiteman	136	424	41
16. Joe Penner	231	304	65
17. Clara, Lu and Em	174	336	49
18. Edwin C. Hill	128	423	49
19. Ben Bernie	273	222	5
20. Jack Benny	324	354	22

RADIO 'BLAMED' FOR WEST'S DROUGHT

Minneapolis, June 4.

A superstition is spreading among some of the masses throughout this territory that the radio is 'responsible' for the drought that has killed crop prospects and made many people jumpy and ill-tempered. University of Minnesota scientists have publicly scoffed at the idea that broadcasting can affect the ether in such a way as to prevent or hamper rain, but the idea persists and local radio station officials are jittery of the repercussions.

Already the agitation against the radio is making itself felt in letters to the stations and to the newspapers.

It has gotten to such a stage that radio station officials here are seriously considering taking cognizance of the agitation and starting a publicity campaign to offset it.

On NBC 5-Yrs, Bayer's Aspirin Now with CBS

Bayer's Aspirin is moving its Sunday night 'Album of Familiar Music' from NBC to Columbia. Program has been on NBC consecutively for almost five years.

Likely to move over with the 'Album' is 'Manhattan Merry-Go-Round' (Dr. Lyon's toothpaste) which the Bayer show on the NBC-WJJD schedule Sunday nights.

BRUNTON PREPARES TO UP TIME RATES

San Francisco, June 4.

Ralph Brunton has commenced operation of his Northern California Broadcasting System, consisting of KJBS and the newly acquired KQW, San Jose, and has lined up a complete exec staff for the Frisco and San Jose studios.

This week Brunton closed the Frisco studios of KQW in the Dollar building, moving staff and equipment into the KJBS quarters at 1350 Bush street, with intentions of opening new combined offices and studios elsewhere later in the summer. That may happen in August or September, when KJBS goes from 100 to 500 watts, with equipment due to arrive from New York via the Canal about that time. The Federal Radio Commission okayed the increase last week.

Brunton has named Carlton Convey sales manager of the NCBS, and H. O. Fieburg sales manager for KJBS. Eddie Murphy is p.a. and J. Clarence Myers, former Frisco manager of KQW, is doing agricultural features on that station. Sam Melnicoff is in as KQW manager in San Jose.

With the increase in power and coverage Brunton figures on raising the ante for his commercial time, and also on augmenting the staff and cutting down on the records.

KARLOFF ON SHELL

Los Angeles, June 4.

Boris Karloff does a scene from 'Dr. Jekyll and Mr. Hyde' tonight (Monday) on the Coast CBS Shell Show.

He is billed as top.

DISPATCH-TRIB PURCHASE WRHM

Two Sheets End Long Battle Vs. Newscasting — Dispatch Has St. Paul Newspaper Field to Itself — Promises Class Status for New Air Affiliate

JOINT BUY

St. Paul, June 4.

Failing to beat radio hereabouts, two Twin Cities newspapers, Dispatch (St. Paul) and Tribune (Minneapolis) have decided at last to embrace it. This was revealed today by Leo E. Owens and Frederick E. Murphy, publishers of the respective sheets, in the announcement that together they had purchased WRHM, local 1,000-watt indie.

Dispatch has long been angling for an 'in' in the radio field. Population of Twin Cities and nearby suburbs totals close to 1,000,000.

The new management stated immediate steps will be taken to furnish northwest radio audiences with entertainment and features ranking with the best on the ether. Belief is that the Dispatch, already in control of the local daily newspaper field (having purchased its lone opposition paper, The Daily News, a year ago), will spread itself with its new baby.

In Other Words

Queried by *VARIETY* on his attitude toward newscasting, Publisher Owens parried by saying further conferences with his confreres were necessary before he could come out definitely for or against the several prevailing practices. However, the official statement skimmed the corners with this announcement: 'In many metropolitan centers of the United States radio broadcasting stations, owned and operated by newspapers, have rendered an outstanding press and radio service to their readers and listeners. It is the intention of the management to achieve the same high standard of service for WRHM.'

KSTP, local NBC outlet, is one of the pioneers in the freedom of the airwaves regarding news casting. Stan Hubbard, v.p. and gen. mgr., being one of the prime factors in the formation of Radio News Association, Inc., of which his station is one corner of the triple alliance formerly represented by KNX, KSTP and WFL.

WCCO, local CBS affiliate, is, on the other hand, tied in with the Publishers' National Radio committee plan. Thus, the prevailing setup puts WRHM squarely in the middle.

It will be interesting to local radio observers to see what the new publisher-owners will decide a new newscasting, since they can't, being newspaper-owned, buy the RNA service—and it is considered unlikely that they will string along with the so-called 'news' dispatch service dished out by the PNR members.

Cupid Splits Clarks

San Francisco, June 4.

Clark Sisters (Ruth and Lilah) are splitting a harmony tune on KIX, Oakland, after this week, to allow Lilah a try at the matrimonial route.

She will marry a business man, while Ruth will remain away from the mike as a single.

Helene Daniels on WOR

Helene Daniels starts on a two-weekly half-hour sustaining program over WOR tomorrow (Tuesday) evening, 9-9:30.

Norman Breakenshield and a band will be on the program.

Sponsored Horse-Race Descriptions 5 Hrs. Daily on WJJD; Also Mutuels

Broadcasting River Boat With Meyer Davis Music

Meyer Davis will personally conduct the dance orchestra aboard Bobby Sanford's Show Boat when it begins its nightly ploughings of the Hudson River, June 5. After the first night the orchestra's regular maestro, Milt Merrill, will officiate.

Show Boat docks at 42d street and will broadcast from the wharf four nights a week over WMCA on a commercial time basis.

DENTISTS SEEK ADVERTISING RIGHT

Albany, June 4.

Right of dentists to advertise on the radio or by use of motion pictures or any other medium was demanded in the Appellate Division of the Supreme Court Thursday (31). Arguments were directed against the State Board of Regents, which has decreed that dentists must limit their advertising to professional cards.

Four dentists brought the case, in appealing from decisions of the Supreme Court, which previously denied their motion for a temporary injunction to restrain the University of the State of New York and the Board of Regents from enforcing the regulation. The four dentists are waging the court fight on behalf of members of the profession throughout the state.

HOLLAND'S FOOTBALL

Broadcasting Jam Between AVRO and VARA

The Hague, May 23. Controversy raging in Holland amongst football fans over broadcasting international match at Milan between Holland and Switzerland for world championship. Station AVRO, neutral broadcaster, has broadcasting rights from Dutch Football Association, a monopoly which cost them plenty.

Announcer Hollander is AVRO's expert for such occasions but fly in ointment is that owing to difference in time, match being played in Italy, AVRO has on Sunday only sending time under official Dutch division scheme till 5 p. m. after which hour Communist station, VARA steps in. VARA refuses to swap hours with AVRO but is willing to take over Hollander's final period of the match.

Papers, public and football fans all up in air.

Keene Troupe's 1-Niters In the Sticks at 25c

Schenectady, N. Y., June 4.

Hank Keene, who has been broadcasting over WGY with his hill-billy troupe since last fall, opened a summer's tour with his tent show in Kingston, N. Y., last week. Keene is booked solidly into August, having arranged a series of two, three and four-day stands in towns and small cities of upstate New York, Massachusetts, Vermont and New Hampshire.

Most of the spots are within a 100-mile radius of Schenectady, which is the largest city in which the Keene tenters will do their stuff. They will give performances at night only, except on Saturdays. Cast of 25 is advertised. Admission tap is 25c. Keene has played for dates on his daily broadcasts.

Chicago, June 4.

Station WJJD, shut out of the baseball broadcast situation this summer, moves over to another field of sport, and starts broadcasting a five-hour description of the horse races at the major tracks of the country. Will run daily from 1:30 to 6:30 p. m. and will be sponsored.

Taking the closing three and a half hours is the National Distilling company of Milwaukee, placed on the show by the Klau, Van Pieter, Dunlap agency. Other time on the races will be split up among various sponsors. First to signatur for a 30-minute additional portion is the Sells Motor company of Chicago.

WJJD will describe 28 races daily, which takes in the four major tracks of the country. In between the races there will be musical interludes to fill in the empty spaces between the plugs and the races.

Station will take the regular news service on the horse races and will not only describe the running but will give the mutuels on the pay off. It will, however, be conducted strictly from the sports angle with no emphasis on the betting possibilities.

Larry Tate, 19, On CBS, Phila., NBC, New York

Philadelphia, June 4.

Larry Tate, WCAU warbling find, gets an NBC coast-to-coaster. This puts him on every Saturday as a sustainer.

Tate sings on Columbia hook-up out of Philly in the morning, then rushes to Radio City for the new NBC post at 3 p. m.

NBC tie-up, with Tate under contract to neither web, makes it funny for everybody. Singer is only 19, but has had lots of air experience, both as a band vocalist with Phil Emerton's crew and as staff announcer at WDEL in Wilmington.

Pontiac Has Time, but No Show for Autumn

Pontiac is due back on NBC in the early fall. Although the time has been reserved, the automotive account isn't decided about a show. This time the manufacturer will make it a half-hour affair once a week.

WLW's Sus. Orks

Cincinnati, June 4.

WLW is picking up orks from five dine-and-dance spots to fill in non-commer spots at nights. Remotes for the 500,000-watt are the Hotel Gibson, where Larry Lee's combo is in the Florentine room and Mel Snyder's band is in the ballroom; Netherland Plaza hotel, which has Gene Burchfield's musketers in the dining room and Charlie Kohler's jazzopaters in its grill section, Old Vienna; Conney Island, amusement park, where Benny Meroff and his boys started out in the danceland season, and Castle Farm, suburban night club, which plays name bands. Crusty's smallie, WSAI, is broadcasting Murray Horton's local orchestra from Avoca Park.

Beechnut Back Sept. 25

Beachnut gum brings the 'Red Davis' series back to NBC Sept. 23 for three broadcasts a week. Food marketer had the script show going for 26 weeks the early part of the current season.

COMMERCIALS

WEEK OF JUNE 4

This Department lists sponsored programs on both networks, arranged alphabetically under the advertiser's name. All time is p. m. unless otherwise noted. Where one advertiser has two or more programs they are listed consecutively. An asterisk before name indicates advertising agency account.

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); S (Saturday).

ACME LEAD
6:30-Su-W-ABC
12:30-W-F-ABC
Ed McConnell
Helen H. Mc
A. C. SPARK PLUG
6-W-WJZ
"Cooking"
Ray Knight
Eddie Green
Dick Campbell
Campbell-B
A. C. & F
Frank Parker
Harry Horlick
9:30-Su-W-ABC
"Paris & Pearl"
9:30-Su-W-ABC
9:30-Su-W-ABC
Phil Baker
McNaughton
Mabel Albertson
Irene Bedard
Roy Shields
N. W. Ayer
R. T. SABBITT
1:30-Su-W-ABC
Mary Small
Wm. Wines
Peck
A. S. BOYLE
(Floor Wax)
3:30-Su-W-ABC
"Lucky Dan"
Irving Kaufman
Blackett
BARBARO
8:15-M-W-ABC
Edwin C. Hill
Blackett
BAUER & BLACK
(Blue Jay)
Cora Platter
4:15-Tu-F-WJZ
Wade Booth
Dorothy Day
Blackett
BAYER
9:30-Su-W-ABC
Frank Munn
Virginia Ray
Oman & Alden
Helen Hirsch
Hanschen Ore
Blackett
BISDOL
9:30-Su-W-ABC
Everett Marshall
Elizabeth Lennor
Oman & Alden
Victor Arden's Ore
Blackett
BORDEN
10:30-Su-W-ABC
"45 Min. in 15"
Mark Warner
11:15-M-W-ABC
Jane Ellison
Young & Rubicam
BRISTOL-MYERS
6-W-WJZ
(Sal Hepatica)
Fred Allen
Portland Hoffa
Dick Smart
Lionel Stander
Ellen Douglas
Irwin Delmore
Minerva Fliss
Ivana Troubadour
Chodore Wald
Lennie Hayton
"Benton & Bowles"
E. L. BRUCE CO.
10:30-Tu-W-ABC
Doris Loraine
Cadey Quartet
C. Wheeler Ore
O'Callaghan
CALADRENT OR
6:15-Tu-WJZ
"Rhyming Rover"
Thompson
CAMPANA
10-W-WEAF
"First Night"
Joe Mendith
Don Aniche
Carlton Erickson
Cliff Somers
S. Sagerstein Ore
"Aubrey Moore"
CARNATION MILK
10:30-Su-W-ABC
Gene Arnold
Lullaby Lady
M. J. Eganman
Joan Paul King
"Erwin, Wasey"
CENTAUR
10:30-M-W-ABC
Albert Spalding
Conrad Thibault
Don Voorhees
"Young Rubicam"
CREAMERY
(Comet)
Maxine Laue
String Quartet
Gumbinner
QUITS SERVICE
8-W-WEAF
Olga Albani
Cavaliers
Lord & Thomas
CELMALINE
12-Tu-W-ABC
Harold Stork
Jackie Heller
Giff Page
King's features
W. S. Hill
CUTEX
(Oronot)
9-Tu-WJZ
Phil Harris
Leah Ray
J. E. Walt, Thompson
OLGATE-PALM
(Columbia Pictures)
Vigil's House Party
Joe Cook

Donald Novis
Francis and Junior
Don Voorhees
Brad Barker
Young & Rubicam
10-Tu-W-ABC
(Palmolive Soap)
W. A. Barker, Dir.
Sweetheart
Lucy Monroe
Jackie Moffett
John Barclay
Nat Shilkret
W. A. Barker, Jr.
Benton-B
10:15-daily-W-ABC
(Quilts & Suits)
"Clara Lu & Em"
Louise Stanley
Don Aniche
Helen King
Benton-B
10:30-Su-W-ABC
CENTRAL
OIL CO.
10:30-Tu-WJZ
Harry Richmond
John B. Kennedy
10:30-Su-W-ABC
CRISTAL CRYSTALS
2:30-M-F-W-ABC
Gene Arnold
Maurice Aronoff
9:30-M-W-F-WJZ
WJZ
Gene Arnold
Maurice Aronoff
McCormick
CONT. BAKING
8:15-M-W-ABC
Isabelle Gaudin
Lillian Little
B. S. D. & O.
10:30-Su-W-ABC
CORIN PRODUCTIONS
11:15-M-W-ABC
WJZ
(Kremel, Etc.)
Will Osborne
Padre & Cordoba
Heliwig
R. B. DAVIS
(Bakery)
9:30-M-W-F-WJZ
9:30-M-Tu-W-ABC
"Mystery Chef"
Charles Thornton
"Ruthrauff & R."
9-M-Tu-W-ABC
WJZ
"Rock Rogers"
Maurice Aronoff
Adele Ronsom
Joe Granby
Walter Telfer
Alfred Gaudin
Georgia Backus
Elaine Melchior
Bill Shelley
Barry Swan
Lionel Stander
Charles Thornton
Beatrice Allen
"Ruthrauff & R."
ELIZABETH
ARDEN
9-Tu-W-ABC
Mary E. E. Paul
Frady & Braggiotti
Freddy Martin
Blackett & Bowles
EX-LAX
9:30-M-W-ABC
"The Big Show"
Cadey Quartet
Gertrude Nielsen
Erno Rapee
K
FIRESTONE
8:30-Su-W-ABC
H. Preston
Gladys Swarthout
Vocal Ensemble
Wm. C. Fawcett
Sweeney-James
FITCH
8:30-Su-W-ABC
Wendell Hall
K
FORD MOTOR
9:30-Su-W-ABC
Fred Waring
Ted Pearson
W. C. Fawcett
FUNK & WAGN'L
(Literary Digest)
Graham McNamee
Bader & B
6:30-Su-W-ABC
Julia Sanderson
Charles Cronin
B. S. D. & O.
GENERAL CIGAR
8:30-Su-W-ABC
Guy Lombardo
Burns & Allen
J. W. Thompson
GENERAL FOODS
(La France)
(Washburn Powder)
9:30-Su-W-ABC
"Beatrice Fairfax"
Beatrice Johnson
M. S. Slicker Ore
11:15-Tu-W-ABC
Francis and Junior
Don Voorhees
Young & Rubicam
9-Tu-W-ABC
(Maxwell)
Chas. Gumbinner
Lenny Ross
Anna Hanahan
Conrad Thibault
Mortel Wilson
"The 1st Night"
Joe Mendith
9-Tu-W-ABC
"Marie's Court"
Lennie Hayton
Mary Lou
"The 1st Night"
Joe Mendith
Benton & Bowles

10-W-WABC
"Byrd Expedition"
"Young & Rubicam"
GENERAL
HOUSEHOLD
(Grunow)
Refrigerators
9:30-Tu-W-ABC
Minneapolis Symph.
Eugene Ormandy
Maya MacFarland
Carl Bricker
GENERAL MILLS
6:30-daily-W-ABC
Jack Armstrong
Alvin Karpis
4-daily-W-ABC
"Betty & Bob"
Betty Churchill
Don Aniche
Betty Winkler
Lara Leno
Carl Bricker
Lionel Roen
GENERAL MOTORS
(Chevrolet)
Victor Young Ore
"Campbell-B"
9:15-Tu-F-ABC
10:30-Tu-F-ABC
Ruth Eitting
Johnny Green
10:30-Tu-F-ABC
GENERAL TIRE
10:30-Tu-F-ABC
Jack Denay
Mary Lorraine
Jimmy Grier
"Hays MacFarland"
10:30-Tu-F-ABC
Mme. Schumann-H
"Erwin, Wasey"
OILLETTE
(Safety Razor)
7:15-daily except
Sa-Su
Gene and Glenn
"Ruthrauff & R."
GOODRICH
7:45-M-W-F-WJZ
"Taxi"
"Max Egan"
Joan Southern
"Ruthrauff & R."
GULF
9-Tu-W-ABC
Will Rogers
Frank Rogers
Revelers
Pickens Se
Alfred Gaudin
"Cecil Warwick"
HEALTHY PRODUCE
(Wm. C. Fawcett)
3-Su-WJZ
"Bar K Ranch"
Charles Robinson
John Mitchell
Bill Mitchell
Paul E. Fawcett
Wm. E. E.
HECKER H-O
6:15-daily-W-ABC
"E-Bar-O" Bangers
Bobby Benson
Neil O'Malley
Florence Hallan
Billy Hallop
Charles Fawcett
"Erwin, Wasey"
EDNA HOPPER
8:30-Su-W-ABC
Helen Trent
Lester Tremayne
Virginia Clark
Carl Heule
Dolores Gillen
Jack E. Johnson
"Blackett"
HOOPER
8:30-Su-W-ABC
Edward Davis
Chicago & Capella
Joe Keaton
"Erwin, Wasey"
HORLICK
9:45-Su-W-ABC
Dr. H. Boudon
Lord & Thomas
HOUSEHOLD
9-Tu-W-ABC
Edgar & Guest
Alice Mock
Joe Keaton's Ore
C. D. Fawcett
HUNNUT
9:30-Tu-W-ABC
Jack Denay
Joe Keaton
Joe Keaton
B. S. D. & O.
INDIVIDUAL
9:30-Tu-W-ABC
"Dickie Cops"
6:15-M-W-ABC
Bob Egan
Bradley Barker
Frank Novak's Ore
"Young & Rubicam"
INSTITUTE AM
MEAT PACKERS
9:30-Tu-W-ABC
"Romance of Mica"
"Direct"
JERGENS
9:30-Su-W-ABC
Walt Winchell
J. W. Thompson
JOHN MANVILLE
"The 1st Night"
Playd Gibbons
Nat Shilkret Ore
J. W. Thompson
JOHN & SON
(Floor Wax)
1:45-Tu-Tu-W-ABC
Lillian Little
Tany Wons
Keenan & Phillips
Needham, L. & B.

3:30-daily WJZ
The Singing Lady
Irene Wick
Allan Grant
N. W. Ayer
10-Tu-W-ABC
P. Whitehead Ore
Samuel Taylor
Ramona
Peggy Healy
Jack Fulton
J. W. Thompson
KOLNROS
7:15-daily-W-ABC
Juni Plain Bill
Arthur Hughes
"Blackett"
LADY ESTHER
10:30-Tu-W-ABC
Lionel Roen
Seymour Simon Ore
"Black-Globe"
LAWSON-GORLINS
(Nestles)
8-Tu-W-ABC
Ethel Smith
Walter O'Keefe
Walter Dolan
J. W. Thompson
LARUS
(Edgecroft)
10:30-Tu-W-ABC
Cora Cipe Club
of Virginia
"BADO"
10:30-Tu-W-ABC
LERN & FINK
(Lysol)
10:30-Tu-W-ABC
Zasu Pitts
Ed Evert
Horton
Shilburt
"Ruthrauff & R."
LIGGETT-MYERS
(Chatterbox)
9-M-W-S-ABC
(Monday)
Rosa Ponselle
Andre Kostelanetz
Nino Martini
Andre Kostelanetz
Cresta Stueckhoff
Andre Kostelanetz
Milo Chorus
Ford Frick
Newell-Emmett
"Armour"
3-Su-W-ABC
"Thinks Pl. Time"
John Gaudin
John Gaudin
John Gaudin
John Gaudin
MANNATTAN
8:00-P-ABC
"Wm. C. Fawcett"
Jack Arthur
DeMarco Sic
"Peck"
J. E. MARROW
(Oil Shampoo)
1:15-Tu-Tu-W-ABC
John Marrow
Bob Noll
Eddie Howe
"The 1st Night"
MACFADDEN
(Mystery Magazine)
"Stories That Should
Be Told"
Fiction Outlets
"The Story"
6:30-Tu-W-ABC
Carl Heule
"Relations"
Percy Homas
Jack E. Johnson
Eddie Howe
Nod Weaver
Hattie Wells
Allyn Joslyn
"The 1st Night"
"Black-Globe"
MET LIFE CO.
9:45-Tu-W-ABC
Arthur Bagley
DR. MILES LAB'S
(Alka-Seltzer)
10:30-Su-W-ABC
WLS Bara Dance
Radio Runners
"M. W. & A."
Clarence Wheeler
"The 1st Night"
MOHAWK MILLS
(Carnegie)
10:30-Tu-W-ABC
Orch & Singers
"B. S. D. & O."
MOORE CO.
7:30-M-Tu-W-ABC
Wheaf
Hilary Howard
Guy Benson
Wamp Carlson
Dwight Latham
Milt Rabinoff
Tony Callicott
"Black-Globe"
DEWEY MOORE
11:30-Tu-W-ABC
Batty Moore
LAWSON
MUELLER C.
10:15-M-W-F-ABC
"Bill Gieger"
Virginia Baker
Lynn Murray
"The 1st Night"
NATT. AUGAR
9:30-M-W-ABC
Phil Huey
John Patzgrack
"Gotham"
NORTHWESTERN
8-M-WJZ
Hal Kemp Ore
"Hays MacFarland"

OKOL
6:45-M-Tu-W-F-ABC
Dave Banny & G
Bunny Coughlin
Dave Grant
Gordon Graham
"B. S. D. & O."
OXYDOLE
(Procter & Gamble)
2:45-daily except
Sa & Su-W-ABC
"Ma Perkins"
Virginia Dayne
Margaret Hanneke
Kabel
Will Forum
Chas. Gaudin
"Blackett"
PACKARD
Walter Damesch
John B. Kennedy
"Cecil Warwick"
PACIFIC BORAX
9-Tu-WJZ
"Death Valley Days"
Tim Frasier
Joseph Bell
Edwin W. Whitely
Joseph Bonline Ore
"Black-Globe"
PALMER HOUSE
9:30-Tu-W-ABC
Ray Perkins
"Black-Globe"
Gale Page
Harold Stokes Ore
PERDONED
7-daily, Except Sa
& Su-WJZ
Amos N. Andy
Charles Correll
Freeman Gosden
"Black-Globe"
7:45-daily, Except
Sa & Su-W-ABC
Gertrude Berg
James Van Valen
9:30-Tu-Tu-Sa-
WJZ
Eddie Duchin
Edward Davis
"Lord & Thomas"
7:45 daily ex-
cept Sa-Su-W-ABC
Boake Armstrong
"Black-Globe"
PHILIP MORRIS
8-Tu-W-ABC
10:30-Tu-W-ABC
Phil Huey
"Blow"
PILLSBURY
10:30-daily-W-ABC
Today's Child
Irene Phillips
Walter C. Brown
Bess Johnson
Hummelbinder
Lucy Gilman
Fred Von Amos
Jean Munroe
"Hutchinson"
11-M-W-F-W-ABC
"Cooking Close Up"
"Hutchinson"
PABST
9-Tu-W-ABC
Don Horan
"M. W. & A."
PLOGG, INC.
8-Tu-W-ABC
Vincent Lopez
Ed Sullivan
"Black-Globe"
PUBOL
7:30-Su-W-ABC
Eddie Feahoby
De Marco Sic
Joy Nash
Richard Himber Ore
"Freddy"
QUAKER OATS
9:45-M-W-F-WJZ
Babe Ruth
"Black-Globe"
BALSTON
8-Tu-W-ABC
Mme. S. W. C.
Hollywood
"Gardner"
REAL SLIK
7-Su-WJZ
Chas. Previn Ore
Charles Previn
Erwin Wasey
RED STAR YEAST
11-Tu-Tu-W-ABC
Phil Portfield
Irene Glen
"Black-Globe"
RITCHIE
(Ego Sales)
8-Tu-W-ABC
"Ego Crime Club"
Speaker Dean
"Black-Globe"
SCHLITZ
10-Tu-W-ABC
Silver Dust
7:30-Tu-Tu-W-ABC
Paul Keast
Theodore Goodwin
Rollo Keast
"B. S. D. & O."
9-M-WJZ
Gene Arnold
Bill Childs

Mac McCloud
Joe Parsons
Orie Souther
Harry Kogen
"Federal"
STAND. BRANDS
(Chase & Sanborn)
8:30-Su-W-ABC
Jimmy Durante
Rubinoff
(Baker's)
7:30-Su-WJZ
Joe Penner
Harriet Langlin
Orie Nelson Ore
Orie Nelson Ore
"Black-Globe"
"C & S Tea"
Jack
Cher Van Steeden
Richard Wells
"Black-Globe"
Rudy Valle and
His Com. Tanka
Margaret Englin
Hilth Anderson
Henrik Van Loon
J. E. Walt, Thompson
8-Tu-W-ABC
SEID. OIL (N. Y.)
8-M-W-ABC
Society Studios
Arthur Allen
Parker Penney
Katie McCorm
Isabelle Winlock
Russell
"Black-Globe"
J. S. Getchell
STERLING PROD.
"Black-Globe"
(Phillips Mar)
Waltz Time
Abe Lerman Ore
Frank Munn
Vivienne Segal
"Black-Globe"
WABC
"Sikop"
"Black-Globe"
Abe Lerman
Vivienne Segal
"Black-Globe"
STUDEBAKER
9:30-Tu-W-ABC
Richard Himber
"Black-Globe"
SUN OIL
6:45-daily-WJZ
Lowell Thomas
"Black-Globe"
TASTYFEAST
7:30-Tu-W-ABC
Brad Browne
Al J. J. J.
"Black-Globe"
TIDEWATER
7:30-M-W-F-W-ABC
Jimmy Kemper
Richard Ambreter
Hummelbinder
Lennen Mitch
U. S. TOBACCO
9:30-Tu-W-ABC
"One Night Stand"
Joe Malone
Lester Fiedert
Jose Bonine
"Black-Globe"
WANDER CO.
(Ovaltine)
6:45-daily-WJZ
"Lullaby"
Allan Baruch
Henrietta Tello
M. W. C. C.
Stanley Andrews
Stanley Andrews
"Black-Globe"
WARD BAKING
9-Su-W-ABC
"Joseph's Theatre"
James Melton
Patrick Pasternack
"Black-Globe"
WM. E. WARNER
(Non Stop)
9:30-Tu-W-ABC
"Ghosts Can't Kiss"
Carl Grant
"Black-Globe"
WASEY PROD
12-M-Tu-Tu-F-ABC
WJZ
8:15-M-W-ABC
"Voice of Experience"
"Erwin Wasey"
B. L. WATKINS
(Black-Globe)
TAMARA
David Percy
Mae About Town
Jacques Renard
"Black-Globe"
WELCH
(Grape Juice)
7:30-WJZ
"Kantor"
WESTERN CO.
(West Tuba)
9:30-M-W-F-W-ABC
Frank Merrill
Donald Briggs
Dolores Gillen
J. W. Thompson
WYETH CHEM
(Jad Salts)
8:15-Tu-Th-
"Black-Globe"
"Easy Aces"
Gladys Acce
Jane Ace
Mary Hunter
"Black-Globe"

French Want Radio Programs Good Enough to Please the Italians

New York Ad Agencies

(Executives in Charge of Radio Adverting Programs)
N. W. Ayer & Son, Inc.
500 Fifth Ave. N. Y.
Douglas Coulter.

Paris, May 26.
French taxpayers have contributed \$4,800,000 for licenses and other taxes on radio sets and tubes since last summer, and this sum is to be used to make something out of the present anemic French radio biz.

Nearly \$1,500,000 will go right away to improving programs. First slice of it to be paid to National Radio Orchestra, all first prize winners of famous Paris Conservatory.

Then regular broadcasts from Opera, Opera Comique and Comedie Francaise will be made. So as not to neglect the lowbrows, additional broadcasts of sporting events are planned. Bike race and soccer games figure as the biggest of these.

Rest of new tax money—\$3,300,000—is to go into new stations or rebuilding old ones. Right now a 60-kilowatt plant is going up at Thourie, in Brittany, near Rennes, with relay stations at Rennes itself, Brest, Nantes and other Breton towns.

French programs will be broadcasted from new station at Blot, in Maritime Alps, near the border. Fearing high critical ability of Italians, French will take special pains picking actors and musicians for this spot. Should be ready by end of this year.

Deluxe Station
Special care is being taken in constructing a new 100-kilowatt at Villejust, near Paris, which authorities want to make the most and most modern broadcast plant in France. Expert engineers are being hired for this job, which won't be finished until 1935.

If there's any money left over it will be applied to amortizing old loans granted by the State to the broadcast biz, before the tax was instituted. When improvements are completed, French set owner may have a chance to get something locally without tuning in on foreign stations. But law against static acquiring, silencers on all domestic industrial motors, announced last October, has yet to produce any results. French housewife, having at last learned to use a vacuum cleaner, is not in a hurry to have a jigger put on it so it won't interfere with the neighbor's radio.

Incorporate Television Syndicate in England

London, May 23.
There was registered at Somerset House yesterday the Marconi-E.M.I. Television Company, Ltd., with a nominal capital of \$5,000. On the board are Lord Inverforth, chairman; Marchese Marconi and Alfred Clark. The latter is chief of the Electrical and Musical Industries, Ltd.

For the past year or more, the Marconi Company has been co-operating with the E. M. I. in perfecting television, and the formation of the new company was decided upon to continue the experimental co-operation.

New combination, with its nominal capital, means a combination which practically amounts to a monopoly of television in England and the continent. With unlimited resources, financial and ownership of patents, it is practically certain to control television throughout Europe.

No statement was issued by the directors, but an official of the Marconi company merely vouchsafed the statement the combined companies have developed a television system that possesses important advantages.

'QUINK' ANNOUNCEMENTS

Chicago, June 4.
Parker Pen company starts a test campaign of one-minute announcements for its writing fluid, Quink. Has recorded a 60-second dramatization and will spot in on a couple of stations shortly, using KYW in Chicago. If a click, will spread. Placed through the local Blackett-Sample-Hummert agency and recorded at the RCA Victor lab.

Bank Show Shifts

San Francisco, June 4.
With its dramatic episodes at an end, Bank of America has moved its Leaders of Tomorrow show from KFRC to KHL, Los Angeles, where Raymond Paige and orchestra will be highlighted.

Show is tied in with an essay contest for kids under 18 with bank prizes, and touting a big supply of money, campaigning on billboards and in papers behind the Don Lee radio show.

KFRC, Oklahoma City, has three new women members: Ollie Deen Cook, announcer; Mary Louise Thomason, program director; and Loretta Miller, pianist.

Linthicum Airing

Baltimore, June 4.
WBAL has taken on Jesse Linthicum, sports ed of Morning Sun, to air a 15-in. sports resume daily at 5:30 p. m.

On sustaining basis and opposes the WPBR Gunther Brew sports commentary. WBAL spots the Linthicum show half-hour earlier than the WPBR Turberville station, thereby scooping on the sports results readings.

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

OUTSTANDING STUNTS:

UNION CITY
STATION WMCA, NEW YORK

Cover a Disaster

On the afternoon of the U. S. Navy steamed into port, Station WMCA staged an emergency stunt in an effort to compete with the heavy artillery of the navy and the networks. It was the result of quick thinking and quick action.

Observing from the 10th floor of WMCA's offices on Broadway, New York, a fire raging in Union City, N. J., across the Hudson river, station phoned a Jersey newspaper and learned that a famous Catholic shrine was burning down.

Quick arrangements sent Fred Coll, Charles Weston and Frank McScarry to Jersey with portable equipment to broadcast a 45-minute on-the-spot word picture of the fire. Coll also got the fire chief, police chief, and priests of the Passionist order to step before the microphone and comment on the disaster.

Just an Echo

CJOR, local 500 in Vancouver, gave the listeners something to grieve about when it broadcast a blow by blow description of the Ross-McLarnin bout last Monday night (28). Controversy centered around the question of whether the thing was coming direct from the ring in New York, despite the fact that the station announced during the event that all the sound effects were being faked.

With the cost of bringing in the reports by telephone lines prohibitive, CJOR resorted to a direct telegraphic connection from the ring-side and sold the local Ford distributors on a reconstruction of the fight. Engaged in putting over this version were two telegraph operators in the studio taking down a blow by blow and descriptive story, three announcers, three sound effects men and a local lightcaster. Result was a broadcast complete from every angle, crowd noises, the ringing of the bell, the smack of gloves, the click of typewriters, the referee's whistle, etc.

Following the broadcast the CJOR switchboard was slammed for an hour with calls settling arguments for fans who were under the impression that it had been the real thing. Fact that McLarnin falls from this section increased its local interest.

Grading Exercises

WSUI, mouthpiece of the University of Iowa, made it possible for those members of the graduate's family who couldn't attend in person to sit in on the University's commencement exercises this year. All the U's ceremonies from Thursday to Monday were released over this channel.

WMBG's News Pamphlet

Richmond, Va. Station WMBG is publishing a small news pamphlet, called "The WMBG Transmitter." Volume three for June is chiefly devoted to quotations from Richmond business men concerning business recovery and anticipation.

In addition program highlights for the month are listed and miscellaneous news included.

KSTP Housewife Stuff

St. Paul. KSTP is giving its listeners something new in the way of morning chatter to housewives in the Pearson Wholesale Grocery Co. program, which airs every a. m. from 8:45 to 9:00.

As a departure from the usual femme tonalizer, a man—with plenty of personality in the old larynx—does the spelling, and, instead of offering prizes for recipes, calls for poems or stories. He addresses his women listeners as 'friends' and accents the a. m. plenty here.

Daily prizes are given for best contributions—and since the sponsor is in grocery biz, prizes are aptly in the form of canned goods. Company isn't stingy, either, giving a dozen cans of this or that, or, better, and tapering its gifts down to three cans for accepted contributions having the least glitter. Writers' names and contributions are read each morning, with commercial plugs kept to the minimum.

'Cocktail Romance'

Baltimore. To date no local station has aired any hard liquor accounts. Flock of beer-booming spot announcements and one daily 15-min. program for Gunther's Brew, but nothing more

strongly alcoholic. WBAL, member Group Broadcasters, and WCAG, local CBS outlet, have announced selves as definitely inaccessible to such accounts.

News approach to direct likker plugging on local ether gets going this week when WFER inaugurates a daily 1-min. dramatization on behalf of the Cocktail Lounge of the Lord Baltimore Hotel. Is aligned with likker plugging in that the locale of the dramatizations will be invariably laid in the Lounge and the program billed 'Cocktail Romances.'

Also a different recipe for an appetizer as suggested by the spot's workup and as on tap at the Lounge will be present at the conclusion of each day's 'cast.'

Military ass on WJZ

Baltimore. WBAL will feed NBC's WJZ web an air coverage of the Military Mass the Catholic Church will hold in the munny stadium Wednesday (30) in honor of Maryland's Veterans. Figured 100,000 persons will be present at services, plus host of bishops and prominent churchmen from all over country. James Young due in to dash description of the mass and will bring on own technical crew to lay out wires and arrange the pick-up.

WCAU Tells Golfers

Philadelphia. WCAU has arranged biggest local sports carnival yet, on the sustenance, beginning this week (30) nightly around the coming National Open in the Philly sector, and will feature all the big names of the fairways.

Included in the list scheduled for air appearances are Denny Shute, Bobby Jones, Leo Diegel, George Dunlap, Ed Dudley, Craig Wood, Cyril Tolley and the whole invading British contingent, Johnny Goodman, W. Lawson Little, and others. Station plans to short-wave these shows by directional broadcasting to England via their WIXAU outlet.

Program will follow the golfers from the first practice days until the final round, with the current day's play ers visiting the mike to talk over the hazards and bunkers after the daily matches are finished. Night of June 8, before the finals, studio has prepared a big musical show for the local tuners.

Gould Woos 4A's Cleverly

Baltimore. Purnell Gould, commercial manager of WFER, cached a carload of goodwill and garnered a gob of attention by placing spot announcements for the WMAZ, Washington, D. C., last Tuesday and Wednesday (22-23) calling attention to WFER.

Stunt was done to catch ears of American Assn. of Ad Agencies which was holding convention in the capitol last week. Copy was cheery message of greeting, with the fact that WFER was a pretty good station.

Chamber of Commerce Stuff

Baltimore. WFER has allotted five-min. spot to Junior Chamber of Commerce daily for two weeks, during which time members of the club talk about the club and the spirit about the clean-up, paint-up campaign the assn. is fostering.

Time on gratis basis, station merely seeking good-will of the club which has a lot of young business men, majority occupants of important chairs in firms that are prospective air advertisers.

Local Right-of-Way

Dubuque. WKBB, broadcasting from the Hotel Julien, Dubuque (Ia.), doing real live Pop in its territory going to more and more for local slants to justify its appellation, 'friend of the people.' Latest addition as program of Father Joseph Longenecker, former national chaplain of the American Legion, spotted every Sunday from his church, Memories, Ill., 10:30, in 'The Morning News broadcast at 8 daily, a new feature. Mike goes to a speaker from the Dubuque Dental society every Monday, 8:15, with the Senior high school on every Thursday night spot at 8:30. Studio policy is to give anything with a local slant the breaks.

Studio in Dept. Store

Omaha. WOW, Omaha's NBC red net outlet here, has gone in for showman's real live Pop in its territory going to more and more for local slants to justify its appellation, 'friend of the people.' Latest addition as program of Father Joseph Longenecker, former national chaplain of the American Legion, spotted every Sunday from his church, Memories, Ill., 10:30, in 'The Morning News broadcast at 8 daily, a new feature. Mike goes to a speaker from the Dubuque Dental society every Monday, 8:15, with the Senior high school on every Thursday night spot at 8:30. Studio policy is to give anything with a local slant the breaks.

Departments in Hayden Brothers, one of the town's first landmarks, which hasn't found biz so hot lately and has decided on a commendous advertising campaign using campaign as the answer.

WOW is cut in on this campaign as the radio outlet, and has already two series of programs under way with a third coming up.

Store studio is to be readied for broadcast shortly, though no date is set for opening. Plan is to pick up all Hayden broadcasts from this auditorium, make all rehearsals there, and otherwise make use of it as a demonstration room for schools and other advertising stunts. Preparing and broadcasting radio programs alone will keep studio nearly filled, to say nothing of employing it for other gags. Talent for use on programs is being supplied by WOW.

CBS Whets Curiosity

New York. To make sure that its latest brochure doesn't land among the pile of printed matter that should be read, but won't be, the Columbia sales department has resorted to a mysterious campaign among ad agency execs. Letters, couched in enigmatic phraseology, have gone out to the agency mailing list to whet the curiosity. The work is due off the press this week.

Curiosity, the brochure doesn't tipoff what the brochure's about but refers to it as a 'basic contribution to radio thought' and a commentary on a 'most tangible but powerful factor in broadcasting.' Added 'Increment' is the thing's title.

Talent Prospectus

Charlotte, N. C. WBT has issued an elaborate catalogue booklet describing the programs that are now available for commercial sponsorship. Holly Smith is production manager and edited the catalogue. The commercial department places copies in the hands of prospective advertising clients. Booklet is titled 'WBT Presents.' It classifies the programs into groupings according to their adaptability for various types of advertised products and in accordance with the size of the shows, the number of people used, and the broadcast time. Practically all programs listed are now running as sustaining programs and are immediately available for sponsorship.

ing Classics Over Air

Birmingham, Ala. WSGN seeking desperately to find something entertaining, has started reading books over the air, once or two reading periods are held daily from classics and modern books. One or two chapters are read daily until the book is complete. The book is 'Reading of Books' is not now but was resorted to in the early crystal-set days.

ing the Funnies

Portland, Ore. Reading the Sunday comic section of the Morning Oregonian each Sunday morning at 9 o'clock is the latest radio showmanship project undertaken by KEX. Uncle Van Fleming calls the kiddies together with a lively tune on the phonograph, reads the bellies and horns, and then it's 'get down on your tummies now and turn to Andy Gump' and the half-hour program is under way to the accompaniment of a symphony of sound effects using both phonograph record effects and studio prop. Entire half hour is sponsored by a Portland radio showman specializing in children's work. Commercial announcements precede and follow the program, and are interspersed between the readings of sections of the comics.

Baseball Fans' Service

Boston. -WNAC and WAAB get the baseball crowd to listen in around 1 p.m., when the weather is dubious with a 'Today's Baseball Game' announcement. This gives the name of the visiting club, whether the game is at Braves' Field or Fenway Park, time game starts, and probable pitchers. When game is called off, that information is given in (Continued on page 57)

Deny Canadian Execs Fostered Any Tuition Racket Among Talent

Chicago Ad Agencies

Radio Producti

Aubrey, Moore & Wallace, Inc.
410 North Michigan Ave.
J. H. North.
F. G. Ibbett.

N. W. Ayer
164 W. Jackson Blvd.
Nason McGuire.

Batten, Barton, Durstine & Osborn
221 N. La Salle St.
George May.

Jackett-Sample-Hummert
221 N. La Salle St.
Edward Alschire.

N. H. Peterson.
Doremus & Company
208 S. La Salle St.

H. Ray Henderson.
Erwin, Wasey & Co.
230 N. Michigan Ave.

William Weddell.
Fredericks & Mitchell, Inc.
360 N. Michigan Ave.

Karl Frederick.
Charles Daniel Frey
333 N. Michigan Ave.

Larry Triggs.
Gundlach Advertising Co.
440 N. Michigan Ave.

Irving Rosenblum.
Hays McFarland
333 N. Michigan Ave.

Hays McFarland.
Henri Hurst & McDonald
620 N. Michigan Ave.

N. L. Pumpham.
Kastor
360 N. Michigan Ave.

Read Wight.
Kirkland-Engel
648 N. Michigan Ave.

R. M. Kirkland.
Lord & Thomas
919 N. Michigan Ave.

Lewis Goodkind.
Matteoson, Fogarty, Jordan
207 N. Michigan Ave.

H. L. Weiler.
McCann-Erickson
910 S. Michigan Ave.

Raymond Atwood.
McJunkin
228 N. La Salle St.

Gordon Best.
Needham, Louis & Borby
360 N. Michigan Ave.

Helen Wing.
Reincke-Ellis-Youngman-F
620 N. Michigan Ave.

Russ Williams.
Roche, Williams & Cunningham
ham, Inc.

Strauss Blöde.
William Roche
20 N. Wacker Drive

Everett Ople.
Ruthrauff & Ryan
360 N. Michigan Ave.

Nate Caldwell.
Stack-Goble
5 S. Michigan Ave.

Ralph Goble.
J. Walter Thompson
410 N. Michigan Ave.

Dick Marvin.
George Allan.
U. S. Advertising

612 N. Michigan Ave.
George Essinger.
Wade Adv. Agency

208 W. Washington St.
Walter Wade.

Toronto, June 4. Statement of E. A. Weir, former assistant to Hector Charlesworth, chairman of the Canadian Radio Commission, that CRC staff artists were running a racket in 'teaching' addressees the art of broadcasting as a sideline to Commission duties, is denied by Stanley Maxted, executive director for the Government-owned network.

Before the government enquiry, Weir claimed that addressees were referred to artists under contract to the CRC for private lessons in radio technique. He claimed that the practice was subject to stringent checks and should not be tolerated, much less encouraged.

Regional Director Maxted insists that promising radio talent was turned over to Commission artists who gave tuition and their time gratis and sacrificed afternoons and evenings to assist radio aspirants.

Hart Jenks Quits Radio To Pilot Folio Players

Omaha, June 4. Hart Jenks, for the past year a radio director and production chief for KOI's Omaha studios, left the station June 1 to devote his full time to the Folio Players, Inc., the organization of local part time repertory players which he founded just a year ago.

Arthur Faust, one-time legit player, who has been with the broadcasting company a short spell, set to take over Jenks' work.

Folio Players are now set for a six-day stand in Convention Hall, Evergreen, Colo., dates of July 8-14, during which they will present 'Hamlet,' 'Macbeth,' 'Merchant of Venice' and 'Taming of the Shrew' in modern costumes. Following these engagements, Jenks will visit Central City to catch Walter Huston in 'Othello' and to confer with Central City officials about his own company and his own services.

'Singing Lady' Wicker

Doubling at Chi Fair

Chicago, June 4. Ireen Wicker, the 'Singing Lady,' returns to the World's Fair again this year, starting weekly appearances at the Enchanted Island Thursday (7).

Will continue to show Thursdays, which are set aside as children's days by the Fair.

Columbus Baseball Cast Sponsored by Wheaties

Chicago, June 4. Wheaties take another baseball play-by-play service this time in Columbus, O., over WBNB. Will take both home and out-of-town games of the Columbus team.

Sold through the local office of Gries, Blair & Spight rep outfit, and placed by Blackett-Sample-Hummert agency.

Beaseley for Fitch

Chicago, June 4. July 15 has been set as the date on which Irene Beaseley goes on the Fitch program in order to give Wendell Hall a breathing spell. Hall's vacash will last eight weeks, after which he returns to the NBC weekly commercial slot.

Ken Boucher's New Job

Ken Boucher, formerly an account executive with Lord & Thomas, has been named San Francisco manager for Free and Steininger. Walter Biddick, Pacific coast manager for the station representative outfit, did the designating.

For a year and a half Boucher served as executive v.p. of the Pacific Association of Advertising Agencies.

7 A. M. News Program

Waterbury, Vt., June 4. Radio listeners in this part of the country get up early and like to hear a bit of the news over the radio before going to work.

WDEV, local station, had been broadcasting news at 7:30 each morning, but after a flood of requests for an early broadcast is putting the news program on at 7 a. m.

Inside Stuff—Radio

Decision in the case of Alfred Kreymborg, poet, against Jimmy Durante and NBC for alleged violation of copyright, raises a point of law. Court found that copyright does not protect public performance of poems or books for profit. It does protect dramas and musicals as well as sermons.

Poems in question were later incorporated in a copyrighted drama, but the court ruling was that the poems having been severely copyrighted as such before inclusion in the drama, the blanket covering of the dramatic copyright does not afford them the claimed protection.

Claims must lie under the first instance of copyright and subsequent adoption into a better protected form does not accrue to their benefit.

Max Baer is being written out of the 'Taxi' script (Goodrich Tire) with the June 8th broadcast. His participation in the program, if any, will be limited, until after his bout with Carnera, June 14, to some pater on his physical condition and his mental reactions toward the fray. If he showing with Carnera, proves pleasing to the sponsors Baer will resume his role in the serial and go on for an additional seven weeks.

Jack Benny, doing 'Transatlantic Show Boat' for Edward Small at United Artists, Hollywood, has provision in his contract that he works only five days a week, Friday being the extra off day. This is to enable him to rehearse his broadcast for General Tires that evening.

New Business

JACKSON, MICH.
Swift & Co., local (Sunbrite Cleaner), 50 announcements. Direct. WIBM.
Carlson Bros. (General Tires), three announcements daily, three weeks. Direct. WIBM.
Michigan Bakeries, Grand Rapids (bread), six weekly programs. Direct. WIBM.
Standard Oil Co. (gasoline), 26 announcements. Through McCann Erickson, Chicago. WIBM.
Procter & Gamble (Dettol), 20 announcements. Through H. W. Kaster & Son, Chicago. WIBM.
Phillips Petroleum Co. (Phillips 66), three announcements daily, six weeks. Direct. WIBM.
Acme Quality Paint Co. (paints), three announcements daily, six weeks. Direct. WIBM.
Goodrich Shrivertown, Inc. (tires), 18 announcements. Direct. WIBM.
Gem Products Sales Co., Camden, N. J. (Laundry Gems), 26 announcements. Direct. WIBM.
Wesson Oil Co., New Orleans, La. (Wesson Oil), 36 announcements. Direct. WIBM.
W. E. Kellogg Co., Battle Creek (Kellogg Peas), six announcements. Through McCormick & Ketcham, Detroit. WIBM.
Stittman's Stores, Inc. (department stores), 30 quarter-hour news periods. Direct. WIBM.
Young's (Jewelry), 120 time signals. Direct. WIBM.
Miller, Inc. (Jewelry), 15 announcements. Direct. WIBM.
Miller Dairies, Inc., Eaton Rapids, Mich. (Ice cream), three announcements daily, 13 weeks. Direct. WIBM.
Arctic Dairies, Inc., Detroit (Flemings Arctic Ice Cream), three announcements daily, 13 weeks. Direct. WIBM.
Eberle Bros. (Blue Star

Beer), three announcements daily. Indefinite. Direct. WIBM.
Jury Route Furniture Co. (Grano and furniture), three announcements daily, 13 weeks. Direct. WIBM.
Style Shop, Inc. (women's apparel), three announcements daily, three weeks. Direct. WIBM.
Watch Tower Society, one half-hour transcription. Direct. WIBM.
Hill Automotive Co. (service), three announcements daily, one year. WIBM.
Gathmann Sales Co. (Crosley & Leonard), 30 quarter-hour programs, 60 announcements. Direct. WIBM.
White Laundry Co., Jackson (laundry), three announcements daily, 13 weeks. Direct. WIBM.
Aurora Laboratories, Inc., Jackson (chemicals), 15-minute programs. Direct. WIBM.

SAN JUAN, P. R.
N. B. Williams Co. (singing cream and A. Quia Yara), 13 weeks, with Orla Batolomeo, soprano. Through Conquest Alliance. WKQA.
H. J. Helas Co., 13 weeks, twice weekly. Through Conquest Alliance. WKQA.

CHARLOTTE, N. C.
B-C Remedy Co., Durham, N. C., continuation contract for 288 five-minute live-talent programs at 6:30 p. m. each evening except Sunday, known as the B-C Sports Review, continuing May 1, 1935. Placed by Harvey Masegaglia Agency, Atlanta. WBT.
General Motors Corporation, Detroit, continuation contract for 288 five-minute live-talent programs at 6:30 p. m. each evening, beginning May 31, 1934. Placed by Radio Sales, Inc., N. C. WBT.
Chevrolet Co., Detroit, series of 12 100-word announcements, three each day, one day, two night, beginning June 2, 1934. Placed by Radio Sales, Inc., N. C. WBT.
Pure Oil Co. of the two Carolinas, continuation contract for 13 30-minute live talent programs on Tuesday nights from 9:30-10:00 p. m. the Pure Oil Minstrel Show, contract ending August 20, 1934. Placed by Freitag Advertising Agency of Atlanta, Ga. WBT.

CINCINNATI
General Mills began sponsorship June 4 of *Hymns of All Churches*, WLW, sustaining daily at 10:00 a. m. except Sunday 8:30-8:45 a. m., featuring Joe Emerson, "Bachelor of Song," with organ, violin and cello and mixed vocal quartet support.
Radio-De-Lux, including WLW, in NBC wave for morning blurs, save Sundays, from 10:45-11 on "Painted Dreams" programs.

DES MOINES
Deep Rock Oil, inquiring microphone, six times a week, 22 weeks. Direct. KSO.
Ford Motor Co., two quarter-hour programs, 26 announcements on Ford lawn party. (McCann-Erickson).
Kido Motor Co., 78 chain break announcements. Direct. KSO.
Ungles Baking Co., 13 45-minute community singing broadcast from Greenwood park, Leavenworth under direction Ray Harrison. Direct. KSO.
Siegel Furniture Co., renewal, 84 announcements, 12 weeks. Direct. KSO.
Hellmanna Brewing Co., baseball scores daily by Al Triggs, 52 weeks. (Frederick Herendren Productions).
White Derby, dog races and cabaret, six 15-minute remote broadcasts per week for 10 weeks. Direct. KSO.
Flynn Dairy Co., 52 five-minute programs. (Battenfield & all). KSO.
Domino Par Co., 52 five minute programs. (Lessing Adv. Co.) KSO.
Des Moines Retail Bakers' Association, daily announcement for 12 weeks. Direct. KSO.
Honda Motor Co., renewal daily announcement for four weeks. Direct. KSO.
Colonial Baking Co., broadcast of primary election returns, June 4 (Tribune Adv. Co.). KSO.
Thrill, Inc., 13 five-minute program. (Haag Adv. Co.). KSO.
Sensel Co., six one-minute announcements, 13 weeks. (Hagan Adv. Co.). KSO.
Walnut Fire & Battery Co., renewal, daily announcement, four weeks. Direct. KSO.
Des Moines Text & Awning Co., daily announcement, 12 weeks. Direct. KSO.

BALTIMORE
National Accounts International Bedding Co. (White Cloud Mattress), 52 spot-announcements. Placed direct. WBAL.
Norwema Christian Co., five minute dramatic skit, transcription, twice weekly, 13 times. Placed by Ruthrauff & Ryan. WBAL.
Goshawk Co., seven spot announcements weekly, 13 weeks. Placed by Louis Shacter Agency. WBAL.
J. A. Tumbler Laboratories (turniture polish), shopping service, participation, six times. Placed direct. WBAL.
Solaris Co., seven announcements weekly, nine weeks. Placed by

THEODORE NEWHOFF, WBAL.
Phillips Packing Co., Cambridge, Md., announcements, 13 weeks. Placed direct. WBAL.
McDonnell & Co., 13 announcements, 63 times. Placed by Van Sant, Dugdale Agency. WBAL.
General Motors, three announcements. Placed by Campbell, Ewald Co. WBAL.
General Baking Co., announcements, eight weeks. Placed by Barton, Durstine & Osborne. WBAL.
Ford, three announcements. Placed by McCann, Erickson, Inc. WBAL.
Broomline Chemical Co., 26 announcements. Placed by John Quener. WBAL.
True Confessions Mag., two announcements. Placed by Critchfield Graves & Co. WBAL.
Black Soap Co., 15 e. t. announcements. Placed by Fletcher & Ellis. WBAL.
Crosse & Blackwell, 64 announcements. Placed by Van Sant, Dugdale. WBAL.
Better Homes & Gardens Mag., two announcements. Placed by Coolidge Agency. WBAL.
Local Accounts.
Zimmerman Shoes, 26 announcements. Placed by Louis Shacter Agency. WBAL.
J. R. Hunt & Co. (Spartan refrigerators), 13 announcements, 13 times. Placed direct. WBAL.
Arthur G. Griffin (air-conditioning), 15-minute program, "At the Spinet Grand," once weekly, Sunday, 13 announcements. Placed direct. WBAL.
Gardner Nursery, five-minute e. t. announcements, three times. Placed direct. WBAL.
Century Radio Repairing, shopping service participation, 13 times. Placed by Emory, Adv. Co. WBAL.
Martin J. Barry (Hood Ties), 13 announcements. Placed direct. WBAL.
B. Mayer (optometrist), two announcements weekly, 13 weeks. Placed direct. WBAL.
Dr. R. Katz (Jewelry), seven announcements weekly, 26 weeks. Placed by Joseph Katz Co. WBAL.
Salto Commercial Bank (renewal weekly political talk by Frank Kent, 15 minutes, Thursdays). Placed direct. WBAL.
M. A. Ackers, shopping service participation, twice. Placed direct. WBAL.
Miss Livingston (Harper Method), two shopping service participations. Placed direct. WBAL.
Parke & Hull (Westinghouse refrigerators), five announcements. Placed direct. WBAL.
Apple & Bond (Insurance), seven announcements weekly, 13 weeks. Placed by Katharine Mahol. WBAL.
Schmidt Baking Co., twice weekly announcements, 15 times. Placed direct. WBAL.
Louis Mazar & Son (furniture), four shopping service participations. Placed direct. WBAL.

LOS ANGELES
Pacific Electric Railway, Tuesdays and Thursdays, 7:45-8 p. m., John Page, tenor. KMTR.
S. O. M. O. (medical), Monday, Wednesdays, 7:45-8 p. m., Paul Lamko, tenor. KMTR.
Gillingham, De Soto-Plummet Agency, Sunday, Monday, Thursday, 10:15-10:30 p. m., Airflow trio, vocal and instrumental. KMTR.

NASHVILLE
Bulch Motor Co., 30 half minute announcements, daily beginning May 7. Placed by Campbell-Ewald Co., Detroit. WSM.

NEWARK, N. J.
Reid Ice Cream Corp., renewal, five weeks, Tuesday night, half hour, and an additional 20 weeks starting Jan. 22 with Bob McInerney and Harmonica Rascals. WOR.
General Motors Corp. (national exhibit of G. M. products), nine days, twice daily except Sunday, recorded musical program. WOR.
Chevrolet Motor Co., three times daily for four days, recorded music. WOR.
General Motors Corp., one daytime and two evening announcements for nine days. WNEW.
Harts Mountain Birds, six one-minute announcements. WNEW.

OMAHA, NEBRASKA
Atlas Brewing Co., began May 28, ends August 4, announcement daily except Sunday. Placed by Erwin Waser & Co., Chicago. WOW.
Arther Travel Service, Omaha, announcement daily, till forbid, on "The Singing Violins." WOW.
Chevrolet Motor Co., began May 26, ends June 9, six announcements daily, local office campaign. WOW.
General Motors Corp., announcements, three times daily, except Sunday, May 31 through June 9. Placed through Campbell-Ewald Co., Inc. WOW.
Dorland Cream Co., 39 programs, 15-minute Mondays, Wednesdays and Fridays, 10:45 a. m., May 21 to August 17, featuring the Party Line. Placed through Beaumont-Hohman Agency, Omaha. Same company announcements Sundays, Tuesdays, Saturdays, till forbid. WOW.
Orchard & Wilhelm Co., sponsors of Simmons Mattress Co., transcription, 15-minute transcriptions, Mondays and Thursdays, May 17 to June

14, transcription material are personal interviews. WOW.
Chicago, Milwaukee, St. Paul & Pacific Railroad, announcement daily for ten days. WAAW.
Kellogg Corn Flakes, sponsors of baseball scores brought through courtesy of Baseball Headquarters League Store, throughout season. WAAW.
Love Master Breeders, chick farm, renewal contract, announcement daily except Sunday, one month. WAAW.
Sanitary Laundry, renewal, announcement daily except Sunday, one month. WAAW.
Stors Brewing Co., Old Saxon Beer, renewal, announcement daily except Sunday, one month. Placed through Buchanan-Thomas Agency. WAAW.
Blatz Brewing Co., announcements twice daily, six days per week, began May 28. Placed through Klauvan - Pietersen - Dunlap Associates, Milwaukee. WAAW.
Chevrolet Motor Co., local office, 17 announcements, daily except Sunday. KOIL.
Higgins Cleaners & Dyers, renewal, six five-minute sketches, to be given on Sundays and Mondays. Through Bezel & Jacobs, Inc., KOL.
Concordia Fur Co., announcements twice daily, till forbid, began May 11. KOIL.
Jordan Clothing Co., Council Bluffs, renewal, June, announcements twice daily except Saturdays and Sundays. KOIL.

PHILADELPHIA
Perkins Products, 13 five-minute discs, "Treasure Stories," Tuesdays and Thursdays at 6:10. Placed direct. WCAU.
Whigam Motors, 13 100-word spot announcements, three daily, commencing June 2. WCAU.
General Motors, 27 one-minute announcements from May 31 to June 15. WCAU.
Watchtower, religious program renewed for one year. WCAU.

PORTLAND, ORE.
Bernards and Haduen, tea room, three announcements on Cooking School. Through station. KGW.
Dr. J. J. Colton, dentist, three times weekly, announcement service, one year. Through station. KGW.
Western Dairy Products Company, nine announcements. Through station. KGW.
Barnes Campbell Agency, KGW.
Dr. Harry Bemer, dentist, daily 15-minute news service, one year. Through Adolph Block Agency. KEX.
Western Dairy Products Company, seven announcements. Through station. KEX.
Ford Theological Society, announcements. Through station. KEX.

PITTSBURGH
Ayer Co., "Strange Facts," daily through September. Placed by Broadcasting Advertising Co. KDKA.
Dr. Miles Laboratories, renewal of Alka-Seltzer discs three times weekly through August 10. Placed by Wade Agency. KDKA.
Geoge & Buhl, 13 spot announcements. Placed by Elsie Lichtenstul. KDKA.
Pennsolt Co., evening time signals for 13 weeks. Placed by Ruthrauff & Ryan. KDKA.
Kraft-Phoenix, 33 participations in Home Forum program. Placed by Needham, Louis & Brorby. KDKA.
B. C. Remedy Co., renewal of daily sports slants, 15 minutes, six times weekly through June. Placed by Harvey Mustang Co. WWSW.
Saupp-Kitroy Co., Oldsmobile dealers, seven announcements. Placed direct. WWSW.
G. M. W. Distributing Co., Famous Crystals, 13 quarter-hours. Placed direct. WWSW.
Streckfus, teamers, Inc., six announcements. Placed direct. WWSW.
William S. Bell Co., three announcements weekly, 13 times. Placed by P. Wallis Armstrong. WCAE.
Perkins Products Co., musical disc twice weekly, 13 times. Placed by Scott-Howe-Bowen. WCAE.
Mark Laboratories, daily announcements, 52 times a week, by W. Earl Bothwell. WCAE.
Chevrolet, three announcements daily, 13 times. Placed by W. Earl Bothwell. WCAE.
General Motors, 100 announcements. Placed by Campbell-Ewald. WCAE.
W. W. Lawrence Paint, 52 announcements. Placed by A. F. Hill Co. WCAE.
Ex-Lax, two announcements daily, 182 times. Placed by Joseph Katz Co. WCAE.
National Biscuit Co., three announcements daily, 135 times. Placed by McCann-Erickson. WCAE.
Bechtel Packing Co., musical disc twice weekly, 13 times. Placed by McCann-Erickson. WCAE.
Kraft-Phoenix, two announcements daily, 52 times. Placed by Needham, Louis & Brorby. WCAE.
U. S. School of Music, musical disc, 26 times. Placed by Rose-Martin, Inc. WCAE.
Lewis Medicine Co., three announcements weekly, 13 times. Placed by Ruthrauff & Ryan. WCAE.
Gardener Nursery Co., two announcements daily, 15 times. Placed by Northwest Radio Agency. WCAE.

SEATTLE
Permanent Motography, series of 13 announcements, three a week, started May 25. KOL.
Lute Fifth Avenue Shop, three announcements a week, started May 25. KOL.
Bashwood, two quarter-hour programs, started May 31. KOL.
Reo Motor Co., 13 announcements between May 22 and June 8. KOMO.
Protective Diet League of Calif., series of 50 five-minute discs, between May 22 and Dec. 12. KOMO.
Ice Delivery Co., series of 26 one-minute spots, six a week, starting May 29. KOMO.
General Motors Corp., series of 27 one-minute spots, three a day, starting May 31. KOMO.
Schoenfeld Bros., 10 announcements over KJR and 10 over KOMO, starting June 6.
Schoenfeld's Standard Furniture Co., 13 announcements. WOL.
Barnett Auctioneer, hour periods. WOL.
Western Apparel, announcements. WOL.
Lute's Fifth Avenue (women's apparel), 26 announcements. WOL.
Permanent Moth Proofing Co., 15 announcements. WOL.

WINSTON-SALEM, N.
Quality League, organization of 16 stores, contracted for series of spot announcements daily and 30-minute program each Wednesday night for 15 weeks. Placed locally. WSJS.
Southern Public Utilities Company, series of daily spot announcements. Placed locally. WSJS.
Winston Steam Laundry, series of spot announcements introducing new laundry equipment. Placed locally. WSJS.
Eskey, renew contract for daily (Continued on page 57)

CHARLES CARLILE TENOR
COAST-TO-COAST CBS

LEON BELASCO
 MON., WED., WED., 15 MINUTE Coast-to-Coast
 St. Morris Hotel, New York.
 Sole Direction **HERMAN BERNIE**
 1619 Broadway, New York

ABE LYMAN
 AND HIS CALIFORNIA ORCHESTRA
COAST-TO-COAST
 WABC-Tuesday, 8:30 to 9 P.M., (Phillips Dental)
 WEAF-Friday, 9 to 9:30 P.M., DET (Phillips Milk)

LEO REISMAN
PHILIP MORRIS
 WEAF, Tuesday, 8 P.M.
BRUNSWICK RECORDS

Artists Managed
 For Radio Exclusively
WHITE PHONE WIRE
W. T. KIRKBY
 1715 Broadway Clevelo 7-7234

EDDIE PEABODY
 Radio's Most Versatile Entertainer
 Return Engagement
MAXWELL HOUSE SHOW BOAT HOUR
 Thursday, June 14
 NBC Coast-to-Coast Network
 9-10 P.M. EDT
 Every Saturday
 NBC Network—7:30-8 P.M. EDT
PURE OIL PROGRAM
 Personal Direction
HAROLD F. KEMP
 NBC Artists Service

Isham Jones Orchestra
COMMODORE HOTEL NEW YORK
 Tuesdays, Thursdays and Fridays, 11-12:15 P.M.
 Saturdays, 11-11:15 P.M., coast to coast, WABD
 Direction
 Columbia Broadcasting System

GRACIE BARRIE
 "The Sweetheart of the Blues"
 Weeks June 1st and June 8th
EARLE, WASHINGTON
 Booked for 2 Weeks
 Sole Direction
HERMAN BERNIE
 1619 Broadway, New York

HOTEL PIERRE JACK PENNY AND HIS ORCHESTRA
 Conoco Oil Richard Hudson
 Wed., 10:30 P.M. WABC
 WJZ Fri., 9:30 P.M.
 WJZ
 Sat., 12 Midnight Mon., 11:35 P.M.

GLEN GRAY
AND HIS
CASA LOMA
ORCHESTRA

COLUMBIA BROADCASTING SYSTEM

BRUNSWICK RECORDS

CAMEL HOUR

Just completed 26 weeks—52 broadcasts—as principal feature of the Camel Caravan, WABC-CBS, for the R. J. Reynolds Tobacco Co.; William Esty and Company, Advertising Agency.

COLONNADES

Just completed 24 weeks at the Colonnades of Essex House in New York City, the entire first season of a room which, with Casa Loma, has set dine-and-dance records.

DANCE TOUR

Just completed 3 weeks of dances in the East, a tour which established new dance records in Massachusetts, Connecticut, Pennsylvania and North Carolina with successive \$10,000 weeks.

GLEN ISLAND

Just opened for a second season at Glen Island Casino, New Rochelle, New York, to business averaging 30% above last summer—and last summer was sensational!

COLUMBIA

The Casa Loma Orchestra may be heard in summer sustaining broadcasts from Glen Island over WABC and the entire coast-to-coast network of the Columbia Broadcasting System.

PERSONAL MANAGEMENT F. C. O'KEEFE

ROCKWELL-O'KEEFE INC. ARTISTS' REPRESENTATIVES

360 BUILDING · ROCKEFELLER CENTER · NEW YORK CITY · CIRCLE 7-4886

Chi Expo Helps Recording Biz, But Fair Bosses Against Dim

Chicago, June 4.

Nature takes care of its children and especially radio disc manufacturers. While the regular ether biz has fallen into a pre-summer slump the studios don't have to worry since World's Fair commercial biz has taken up the slack. Some 45 commercial exhibits at the fair have rushed into the local studios to make canned talks, plugs and explanations. Among them are such heavy doryme spenders as Stewart-Warner, Simmons Beds, Cudahy, Armour, Swift, Union Carbon and Carbide, Denham, Sinclair Oil, Firestone, Libby, Adventureland. Not much co. in it for the talent field since most of the discs have only a single speller.

However, a new angle has cropped up in the guise of actual Fair opposition to these spilling discs. Fair has passed a ruling that all exhibitors must get a permit and disc okay before any platter will be allowed. Fair wants to keep the various exhibits as quiet as possible. Last year they received a flock of squawks about the hubbub and pandemonium caused by a dozen loudspeakers all howling at the same time.

Strictly-by-Ear Band Confounds ASCAP'S \$250 Suit in Balto

Baltimore, June 4.

On the premise that musicians can better remember numbers they play than can another musician who just sits in and listens, Judge William C. Coleman dismissed a suit brought by ASCAP against Retzler's Garden, a downtown bier-stube, last Thursday (31).

ASCAP had sued for \$250 on grounds that a four-piece orchestra had played "Talk of the Town" during a masked ball that was held in the beer spot, which does not pay an ASCAP tax on grounds its org never plays any tunes controlled by the society.

The four muskies testified that they play by ear only and do not know any tunes but the old ones our parents taught us. They insisted their entire repertoire consisted of but Golden Slippers, "Key in the Straw," "When You and I Were Young, Maggie" and "Dan Tucker."

Edward Eisenbrandt, attorney for John Retzler, operator of the nite spot, said it was his notion that modern songs utilized the old-time tunes to such an extent that it would be difficult for even a musician to know just what was being played by an orchestra if he were not definitely told the tag of the piece. Judge Coleman concurred with the attorney.

Patron Dies Following Omaha Nite Spot Fight

Omaha,

Boat, one of town's more recent night spots, was scene of a dispute Wednesday (30) which resulted in the death of Edward Chriss, 34, of Lincoln, visiting in Omaha over Decoration day. Chriss visited the spot with a friend and, after some disturbance, two were asked to leave the club. Heated controversy at door ended with Chriss being struck and knocked unconscious.

He died an hour and a half later. Liana, Mortenson, doorman of the Show Boat, is held for investigation.

New Mex. Casino

Mexico City, June 4.

Three American show girls, Dorothy Ates and Paye and Maye Le Roy, are featured in the floor show of the Foreign Club, a \$600,000 playground and gaming casino that has opened up in a local suburb. Show is directed by Robert Gilbert, who doubles as orchestra leader.

What Radio Did

Toronto, June 4.

Check-up here reveals that the three phonograph record companies in Toronto, whose sales soared skyward in 1933, have fallen by the wayside since the introduction of radio entertainment.

One record-manufacturing company is out of existence, one doesn't manufacture records any more, and the third is selling radios. The leading piano manufacturer claims that sales are less than 17% of 1934, and the market for player-pianos and music rolls is nil.

Whiteman Turns Tables on Graves, But Still Out \$250

Paul Whiteman is now \$9,750 up on Frank E. Graves, the Albany, N. Y., "King of Jazz." One difference in the equation, however, is that Graves collected his \$250 in cash, while Whiteman will have to go through the process of attachment and whatnot before the \$10,000, which a sheriff's jury in the New York Supreme Court awarded him last week, is actually his.

Graves sued Whiteman about two years ago on the grounds that the latter used something that was not his when he used the title of "King of Jazz" in a picture he made for Universal. Graves claimed that he had been using that tag from away back.

After Whiteman had settled the issue by paying \$250 to the Albany maestro, he found that Graves was violating a New York State statute by reprinting the Whiteman photo on advertising circulars without obtaining the required permission. In his plea to the court, Whiteman asked for a permanent injunction against Graves' continuing the practice and damages of \$25,000. Gilbert & Gilbert did the litigating for Whiteman.

UNION NIXES KYSER'S GM EXHIBIT DATE

San Francisco, June 4.

Musicians' Union nixed Kay Kyser's band for the General Motors show, June 2-10, holding that the traveling band, which just closed at the Bal Tabarin, couldn't play two consecutive jobs here.

GM palm then went to Giff Williams, Jim Walsh, and their Mark Hopkins band, and Jess Stafford's Club Tivoli ork, Williams-Walsh taking the afternoon shift and Stafford the nights. Stafford has a leave of absence from the Tivoli for the week, with Don Vinton's band subbing.

Kyser is doing one-nighters in this area before opening at the Mira Mar, Santa Monica, June 7.

Garmaise Out of Mills

A. E. Garmaise has withdrawn as general counsel for Mills Artists, Inc. Garmaise became associated with Irving Mills about four weeks ago, occupying an office in the latter's layout and assuming the task of passing on all contracts and copyrights.

For 20 years, up until 1933, Garmaise had been connected with Columbia Phonograph, serving in turn as export head and general counsel.

Reg Connelly Sails

Reg Connelly of Campbell-Connelly, London music pub. sails for England Saturday (9) after several weeks here.

He placed some 15 numbers with American publishers, including several English simulant tunes.

BROCKMAN'S RHAPSODY

Readied With Muse Music for H'wood Bowl Aug. Premi

Hollywood, June 4.

David Brockman, former head of the Universal musical department, has written the words for a rhapsody, "Harlem is Heaven," to which Clarence Muse has provided the music.

It will be first revealed at the Hollywood Bowl, Aug. 11, when Brockman will lead the orchestra and Muse will chant, aided by a colored chorus of 200 voices.

LONDON'S NIX ON FOREIGN BANDS

London, May 25.

Orlando, and his Argentine Orchestra have been refused a permit to enter London.

In London, Orlando was willing to bring over only two of his eight originals and supplement the rest with local musicians, but Ministry of Labor gave flat refusal. Cafe de Paris management was ready to engage band, but deal is off.

It was suggested by the Ministry that band would be allowed to play vaudeville dates, and when it was hinted that Cal Callaway, brought over to play one-night stands in London restaurants, Ministry admitted they made mistake in granting restaurant permit, but added it would never occur again under any circumstances.

Union Asks Upstate New York to Boycott All Non-Union Spots

Albany, June 4.

When you see the "Gold Sign" you'll know you're listening to a union ork, but if you don't see such a sign, scam out. That is the theme of an appeal directed to the public in this section, through the medium of newspaper advertising, in an effort to point out indirectly such night clubs, restaurants, hotels, dance halls and other places that have non-union bands.

The adv. says: "Wherever there's music look for the Gold Sign: Musicians playing here are members of the American Federation of Musicians. Affiliated with the A. F. of M. The above Gold Sign emblem worthy of being taken into consideration by all who believe in a fair wage. You are asked to help by patronizing these places of entertainment. You will be assured of the same co-operation and service that they are giving to the musicians."

There follows a list of places using union men.

Madreguera Gets Edge In Breach o' Promise Suit

Madreguera, Waldorf-Astoria dance maestro who opens shortly at Vivian Johnson's Montmouth, N. J., has asked for a \$100,000 breach of promise suit brought against him by Gay Delys, chorus girl, when the Appellate Division of the N. Y. Supreme Court reversed an order for an examination before trial. The bandman need not now be cross-questioned as to his income and other salient details. Instead, Miss Delys has been assessed the costs and the suit must proceed to trial in normal manner.

Action is allegedly an aftermath of the Monte Carlo engagement last summer, which took Madreguera's band and an entire American troupe to the Riviera. Miss Delys alleged the maestro had promised to marry her in London, where the M. C. Revue folded. Madreguera proved on appeal, through attorney J. T. Ables, that he hadn't been to London in the past eight years and that he only knew Miss Delys during their "revue" engagement at the French resort.

ASCAP Contract in Abeyance Pending Pubs' Settlement of Own Differences

No Acrobats?

Omaha, June 4.

Tom Knapp, city welfare department inspector, has come forward with plans for producing a nite club floor show that will revolutionize entertainment in Omaha—that will be as clean as it is entertaining.

Knapp's show will struggle along without suggestives and stories and profanity, just of any kind, unbecomingly displays and juvenile girl entertainers.

Instead his show will feature a professional cast with ability to dance and sing, dance band that can play the old ballads and the better light operas, troupe of completely clad chorus girls, and lines that have meaning and not suggestiveness.

Until the publisher members signs of repentance among themselves on the provisions of the new American Society of Composers, Authors and Publishers contract, no move will be made to get the writer contingent to approve the document. Sigmund Romberg, proxy of the Songwriters' Protective Association, so declared himself last week when asked whether he intended to submit a draft of the ASCAP contract to the SPA membership.

Romberg voiced the opinion that there was little likelihood of the extension contract receiving approval from the Society's members before the end of October. The writers, he said, are deferring their new demands until the various publisher factions in ASCAP show indications of getting together and settling their differences. As the contract now stands, he added, it is anything but in shape to submit to the writers for discussion.

Publishers as a body held their first meeting on the new contract last week. Copies of the agreement as drafted to date were distributed among those attending, with the suggestion that they study it and turn in their suggestions for modification to John G. Paine, chairman of the Music Publishers Protective Association, who in turn will pass them on to the publisher members on the ASCAP board.

Pubs at the gathering were informed what provisions of the agreement members of the ASCAP board agreed upon. They were also advised that if the majority favored making the term of the new contract 10 years instead of five it would be so urged by their reps on the Society's directorate. Present contract between ASCAP and the membership expires at the end of 1935.

Code Airing Date Now Up to MPA And MPPA Heads

It's now up to John G. Paine, chairman of the Music Publishers' Protective Association, and C. L. Sangetack, pres. of the Music Publishers' Association (the standard group), to agree on a date for a public airing of the music code. Instructions to this effect were given Paine during a visit last week in Washington with LeRoy Williams, deputy administrator of the publishing industries division.

Code has just come through its 11th revision. This time the re-vamping was done by the NFA legal department, which so changed the language of the instrument as to make it conform with the criminal statutes.

How the standard publishers as a body will react to the redrafted covenant will be made known when the Music Publishers' Association holds its annual convention in New York this week. Simultaneously holding its yearly get-together and also in New York is the National Association of Retail Sheet Music Dealers.

MILLER LOSES \$20,000 SUIT AGAINST WITMARK

Bob Miller, formerly professional manager for M. Witmark & Sons, last week lost the \$20,000 suit which he brought against this Warner Bros. affiliate for breach of contract. Justice Pitman, in N. Y. Supreme Court, returned a verdict in favor of the publishing firm after listening for two days to the facts at issue.

Miller contended that the contract which brought him into the company became automatically renewed for a term of two years when Buddy Morris, Witmark gen. mgr., continued his services beyond the expiration date. In his complaint, Miller claimed that his discharge by Morris about a year and a half ago was in violation of the extended contract. He also sued to recover two salary slashes imposed while the original agreement was in force.

Coslow Back

Sam Coslow is back from a vaca-biz trip to London, and returns to the Paramount studio, Hollywood, after sojourn in New York for a week or so.

While in London Coslow wrote a book of songs for Irwin Dash, Campbell-Connelly and other pub. He placed "The Show Is Over," "Curt," "Some Other Time" and "Starlight on the Trail"—with Dash.

Miller, Berle's Spot

Bill Miller and Phil Berle will back the floor show in the Horseshoe Club, a new nite in Coney Island. Show opens June 12.

Clicquot Club Band Tours by Auto on % Local Radio Tieups

Harry Reser and his Clicquot Club Eskimos are set on an entire summer tour opening in Wilmington, N. C., tomorrow (Wednesday), booked through Charles N. Green. Reser is traveling in a motor bus for his band instruments and a fleet of six new Chevrolets for his men, making all jumps by motor.

Deals on percentage and guarantee, latter also underwriting the tour, tieups with radio stations, local band instrument people, etc., all along the route.

Green already has the Connie's Inn floor show out with LeRoy Smith's band offering the dance music with the colored cabaret revue doing its stuff on the ballroom floors as a dance hall novelty attraction. Likewise set for three-four months over the summer through the south, midwest and southwest territory.

Jack Mills Sailing to Straighten French Tangle

Jack Mills sails for Paris Saturday (8) with the intention of trying to straighten out the tangle between Editions Salabert and Lawrence Wright over the French rights to "Stormy Weather." Through a misunderstanding of cables, both firms came out with publications of the song.

While abroad Mills will establish publisher outlets for portions of his catalog, and also acquire the American rights to recent releases French composers.

10-Yr. Stretch Ends

San Francisco, June 4.
John Wolohan has bowed out of El Patio ballroom after 10 years, more or less, at the ace Markie street jiggery. Wolohan goes into the re-opening of the Sutter street, an open-air outdoor that has been delighted by George Schomer after being dark for some time.

Leonard Mojica's band, from Los Angeles, opens at El Patio June 14, booked by MC.

Brunswick Take-Over of Columbia Not Worked Out; Kapp Probable Boss

Brunswick's takeover of Columbia Phonograph Co., Inc., is still an up-in-the-air proposition pending financing from Decca of London, for which purpose E. R. (Ted) Lewis, managing director of the British disk firm, came to New York. Lewis sailed back Friday (1).

Brunswick's scrapping of Columbia or building it up was a moot question ever since the mysterious Saco Enterprises, Inc., stepped in and acquired the assets of Col. Latest move is not to scrap Columbia but build up that outfit for electrical transcriptions, etc. Brunswick would benefit directly from taking over Columbia's vast standard catalog and other assets.

Talk of Jack Kapp, general manager of Brunswick, moving over to Col. as its directing head, persists. Kapp disclaims any knowledge thereof, saying that if anything he might serve in a consulting capacity.

Selvin, long recording manager for Columbia, stays on a piecework basis. When there are records to be turned out he will serve as musical director. Arrangement will give him the knowledge of eight records a month. Selvin has other interests, notably as head of his own standard orchestra unit for radio commercials.

Lewis' dealings on this side have been with Herbert J. Yates, head of Consolidated Laboratories and controlling stockholder of Brunswick who, under the Saco agreement, was to share on an equal basis the ownership of Columbia. Purpose of Lewis' visit was to take up Decca's option on the Columbia buy.

One viewpoint of the recording trade is that Decca's partnership in Columbia will cut deeply into Brunswick's income. Major share of Brunswick's revenue has been from the sale of masters to Decca. With the latter company, half owner of Columbia the master business will be tossed to Columbia, leaving both Brunswick and the American Record Co. out in the cold as far as this British source is concerned.

CHI CABARET THEATRE FOLDS; \$75,000 LOSS

Chicago, June 4. Cascades, local theatre-club, folded Friday (1) after a three-week washout attempt at new business by a converted architect, Andy Rebori. Rebori had sunk about \$75,000 into the huge Auditorium and then produced the show himself.

House will reopen this coming Friday (8), with the spot booked and handled by Billy Diamond. Will keep the Lottie Meyer diva act, which has a four-week contract, and add several other vaude turns.

FRED ERDMAN RESIGNS

Phonograph Expert Leaves Victor's Chi Office

Fred Erdman, rated among the top booking experts in the commercial disc field, resigned last Friday (1) from RCA Victor after over 10 years of service with the company. Erdman's title was manager of the artists' and repertoire department.

Duties filled by Erdman have been taken over by Eli E. Oberstein, who also retains the assignment of recording manager.

Erdman started with Victor in the sales department as head of the Cleveland district. He has also served as recording manager for the company. Erdman's next move is not settled. He has three propositions to choose from.

Free Dancing With 5c Beer Puts Crimp In Reg. Terp. Spots

Lincoln.

Sip and shimmy joints have definitely given ball room dancing a blow here. There's about 15 such places in or near the downtown district where instead of spending a jitney for a dance, it goes for a stein and you get all the wiggle you want thrown in. On these 102 to 105-degree days, plenty of the cold froth is slurped up, so the house does okay.

Where there were five dance spots which vied for the shuffle trade, with name bands and other novelties, two are now completely dark and the others barely hanging on. It is estimated that the gross on some of the beer-and-gallop joints runs over \$1,100 for the week and employ as many as 25 people. Two of them have 15-minute radio programs each evening so the public can listen in on the din and dancers.

Owner Eats Elsewhere

Pittsburgh, June 4. After spending the entire season at the Plaza cafe, Etal Covato's band has moved to Babbette's Golden Inn, Atlantic City, for summer.

Covato was co-owner of Plaza. He'll be back in September.

O'Keefe Okayed

Hollywood, June 4. James O'Keefe, business manager of the Fox studio music department, is set for another year.

Studio has given him a new 12-month contract.

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week, unless noted.

Only the chain stations are listed as indicative of the general plug popularity.

Data obtained from Radio Log compiled by Accurate Reporting Service.

	WEAF	WJZ	WABC
Beat of My Heart.....	24		
String Along With You.....	23		
Love Thy Neighbor.....	23		
Love Go Wrong.....	22		
Little Man Busy Day.....	22		
May I.....	22		
Have My Moments.....	21		
Keep Me Easy Go.....	18		
Cocktails for Two.....	18		
So Help Me.....	18		
1,000 Goodnites.....	17		
All I Do Is Dream.....	17		
Hat's on the Side of.....	17		
Wish I Were Two.....	16		
Hold My Hand.....	14		
Knew It Sunday.....	14		
Night on the Town.....	14		
Practice What Preach.....	13		

Usher Lands

Following an audition for M. T. G. arranged by friend, Eddy Ala, tenor, went into the Paradise, N. Y., Sunday night (3) as a regular feature of the show.

Alda, an usher at Loew's Orph., has been broadcasting on indie programs.

Inside Stuff—Music

Scramble among publishers to have their songs plugged on the air by indiscriminate paying of leaders for special arrangements, took a diverting turn when one pub took a double crossed by a hotel bandman to the American Society of Composers, Authors and Publishers. He demanded that the society do something as to getting back the \$25 he paid a leader for a special arrangement that didn't materialize.

Accused bandman, in the meantime, got to two members of the ASCAP directorate with his version of the dispute. He contended that even though he wasn't given a generally annotated treatment on paper, the arrangement his combo played was not the same as the publisher's stock orchestration. What he had done, said the leader, was to give the number a 'mental reconstruction' and as long as the version differed the slightest from the stock arrangement he contended that he had kept his part of the agreement.

Rules of the Music Publishers Protective Association, of which the complaining publisher is a member, specifically prohibits the compensating of band leaders for special arrangements.

Shapiro, Bernstein & Co. claims that a Walter Donaldson melody included in Metro's 'Hollywood Party' is an infringement on a tune that the composer placed with the former firm nine years ago, and has so notified the producer and Robbins Music Corp., which is publishing the 'Party' score. Number complained about in the MGM feature is 'I've Got My Moments'.

Allegation made by Shapiro, Bernstein is that the 'Moments' composition is a repeat on 'Where the Bamboo Babies Grow', which Donaldson co-authored with Lew Brown.

Top monthly income from radio discs was collected by the Music Publishers Protective Association during May. As the collections stood at the end of last week, the MPPA is due to distribute over \$7,000 among the members June 1.

For the initial five months of 1934, the MPPA has garnered from transcription sources around \$30,000. Outstanding on licensee fees of a similar nature is \$15,000, while the income to date from radio is 30% better than it was a year ago.

Ben-Pollack's doubling into two nitery engagements in N. Y., at the Hotel New Yorker, where he opened June 1, and at the Casino de Paree, where he has been for some weeks, is unusual because of the coincidence of both bookings. However, in view of the long show at the Casino, which Charles Drury conducts, Pollack has plenty of personal layoff although his band performs.

For the N. Y. hotel engagement Pollack organized another combo.

Just as the 1928 Fox 'Movietone Follies' introduced the Breakaway, Warners is getting behind one of its coming pictures in hopes of establishing a new dance craze. Bobby Connelly, under contract at the Burbank studio, has worked out a new ballroom idea which will be put into 'Flirtation Walk'. In about six weeks the company will send out crews of dancers to introduce it around the country in advance of release of the picture.

Latest catalog of British Brunswick contains a recording of songs by 10 Hollywood and London names on its two sides.

The group, probably the most names collected on any one platform, are Al Johnson, Margene Dietrich, Kate Smith, Bing Crosby, Mae West, Carl Brisson, Gertrude Lawrence, Violet Lorraine, Gordon Barker and the Street Singer (Arthur Tracy).

Couple of song writers on the Coast have put themselves in the exclusive class and will not permit the agency handling them to handle any of their contemporaries.

This came to light when another well known writing team wanted the agency to represent them.

All of the Franz Lehar music is retained in Metro's 'Merry Widow'. Only new numbers so far as known is 'It Must Be Love' by Rodgers and Hart, which is sung by Jeanette MacDonald and Maurice Chevalier. This is the same title of a song written by Harry Archer for one of his Vanderbilt theatre shows.

Night Club Reviews

MARDEN'S RIVIERA

Englewood, N. Y., June 1.

What the Casino de Paree has been to New York since the winter as a signal click and a money-maker, Ben Marden's Riviera, hanging on the Palisades cliffs at Englewood, N. Y., just across the new George Washington bridge, is to the summer roadhouse trade. What Billy Rose's revue has done for the Casino de P., Harry Richman single-voicedly is doing for the Riviera.

In dollars and cents the Riviera is parring the top paces of the competitive Casino, having run well over \$10,000 a week gross on each of the first two weeks. Richman on his guarantee and percentage arrangement has taken out over \$3,000 for his entire week and Ben Marden at each payoff tells his star he'll be delighted to make out the checks for more, for the obvious reason that when he pays off to that extent there's plenty of gravy all around.

There is an element of the scales balancing themselves, incidentally, in this bullish biz for this roadhouse because Marden couldn't get to first base last winter when he inaugurated his Palais Royal in the face of the stiff opposition from the Casino and the Hollywood (Vie), n't to mention the Paradise and other competitive spots. Marden thought he could bring back the Paris Bull about his Broadway memory and went plenty on the nut in redecorating the room, and while he started catching on a bit better towards the end he has yet to make that enterprise click. However, he'll more than offset everything with the Riviera this summer. He again returns to the Palais in the fall.

Richman as the particular star, like is also a reverse-English on the conventional cafe booking. Marden (Continued on page 57)

CHI COPS STOP DELLS-DUCHIN OPENING

Chicago, June 4.

Opening of the suburban Dells dine-and-dance spot was stopped by the police, who kept some 200 couples away from the club. Eddy Duchin and band were brought in from New York to start the year's festivities at this Sam Hare-Louis Silversmith spot, but they're still waiting around.

Blocked by the roadhouse was ordered by State's Attorney Courtney.

Courtney has stated that the Dells would not reopen as long as either Hare or Silversmith are connected with it.

Appeal had to be made to the courts here to restrain Courtney from interfering with the nitery, but the judge refused to issue any such injunction.

Closing of the Dells, one of the country's best-known roadhouses, and immune from any official molestation at its Morton Grove, Ill., retreat just outside of Chicago, was a surprise all around. It was padlocked by the Chi gendarmierie on its first day for sundry reasons.

It was Eddy Duchin's orchestra's debut in Chi as the name attractions at the roadhouses. The Dells has been a very worth-while summer stop-gap for the country's best dance bands, paying top prices, and hence quite a blow to the maestros if the official ire should persist.

Duchin was forced to essay a makeshift dance tour heading coastward, barnstorming his way into Los Angeles, due to the sudden shut-down.

Pavillon Buyout To Mark Fischer's Cabaret Comeback

Louis Fischer, veteran cabaret man, formerly operator of the old Reisenweber's and now on the N. Y. City Liquor Control Board, will probably mark his nit club comeback with John Steinberg as partner in Pavillon Royale, on the Merck road.

If consummated, Fischer will buy out Joe Moss and Jacob Amron's interest in the roadhouse, leaving Steinberg and Fischer as sole partners. This is the spot Rudy Vallee returns to next month.

Steinberg would continue doubling with Casino de Paree and Billy Rose's new Music Hall, which opens shortly and of which John (formerly John and Christy) is general manager. Christy is now in the likker biz, having bowed out as John's partner.

Music Notes

enne Grossman and Harry Akst are writing lyrics and music for three songs for 'Marie Gallante' at Fox. Team just finished three for 'Servants Entrance' at the same plant.

Henri Gendron's band is now playing aboard the Paradise Ship, Troy, N. Y. Benny Meroff's Entertainers having moved elsewhere.

Fletcher Henderson won't as previously scheduled, replace Jimmy Lunceford at the Cotton Club. Mills' (Continued on page 58)

EMILE BOREO

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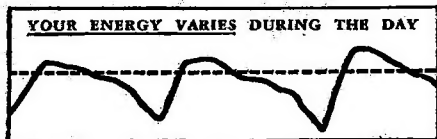
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